

# front!

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Air Lines



PUBLISHED MONTHLY FOR WESTERN INTERNATIONAL HOTEL EMPLOYEES

OCTOBER 1971

## AHMA Seattle Chapter Forms Hotel Courses Planned

WIH EMPLOYEES of the Seattle area will soon be provided with some new opportunities for their personal career development.

In July, Seattle's first chapter of the American Hotel and Motel Association was established in the city. Its purpose ... to develop and offer a curriculum of courses directly applicable to individuals in the hotel industry.

Courses in the specific areas of Front Office and Food and Beverage are planned as well as in subjects of a more generally related nature such as Human Relations and Communications.

The classes will be open to any hotel employee wishing to participate. The employee will pay his own initial fee, however, upon successful completion of any course, Western International Hotels will reimburse the cost of the course. In addition, a bonus will be offered to those individuals receiving a passing grade of "B" or better.

INTERESTED WIH employees in the Seattle area were advised to contact **Peter Smith**, Front Office Clerk of the Olympic for course details. Smith was among the instigators of the Seattle Chapter's formation and was elected as the group's Vice

## Ferris Appointed to United Food Services Durham to Crown Center in Kansas City



**RICHARD FERRIS**  
... to UAL, Inc.



**JAMES DURHAM**  
... to Crown Center

President. He was also responsible to a great extent for establishing the course curriculum and lining up its teaching lecture staff.

Similar AHMA groups offering hotel courses have already been established in several WIH hotel location cities. Interested employees of these hotels are encouraged to check with their department heads for further details.

Heading the National AHMA Educational Institute as President is **Willard E. Abel**, formerly a Senior Vice President for WIH and currently a member of the Company's Board of Directors.

**RICHARD FERRIS**, formerly General Manager of the Crown Center Hotel under construction in Kansas City, has been named President and Chief Executive Officer of United Air Lines Food Services—a division of United Air Lines.

The announcement, released in late August, also named **James Durham**, WIH Vice President, as the new Managing Director of the Kansas City hotel project. Durham had been Managing Director of the previously WIH operated Iikai Hotel in Honolulu.

United Air Lines Food Services is a newly formed division of United created to operate the Company's food and beverage services and to expand its food products to other airlines. It will report directly to the office of United Air Lines President, **Edward E. Carlson**.

**RICHARD FERRIS**, a graduate of Cornell University with a B. S. degree in Hotel Administration, joined WIH in 1962 at the Olympic Hotel. During his career with Western International, Ferris' management responsibilities included the positions of General Manager of the Continental Plaza in Chicago and General Manager of the Carlton Hotel project under construction in Johannesburg, South Africa. He is 35-years old, married, and has three sons.

**JAMES DURHAM** is a graduate of Washington State University and joined WIH as Catering Manager of the Benjamin Franklin Hotel in 1953. During his career with Western International, he has managed a number of WIH properties and has served in an administrative position with WIH Executive offices. He was named a Vice President for Western International in 1964 and had been Managing Director of the Iikai Hotel in Honolulu since 1966. Durham is 49 years old, married, and has four children.



AHMA SEATTLE CHAPTER officers study the Educational Institute booklet. From left; Sam Seleh, (Holiday Inn) President; Peter Smith (Olympic) Vice President; Bernie Olson (Hilton) Treasurer; and Verlene Riddle (Sea-Tac Motor Inn) Secretary.

# front!

A monthly publication for the employees of

Western International Hotels

Editorial, Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca.....Editor

LITHO IN U.S.A.

## COMINGS AND GOINGS

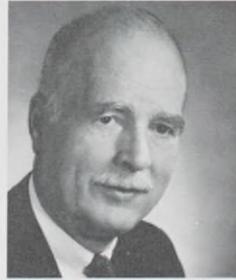
### In-Hotel

At the Miyako, **Gerald Wolsborn**, former director of Food and Beverage, is named Executive Assistant Manager . . . these promotions at the Washington Plaza: **Beverly Redman** from Beef Room waitress to Beef Room Head Hostess; **Carlo Nardi** from room service waiter to Beef/Oak Rooms Assistant Manager; **Loretta Soderlund** from cantina manager to Beef/Oak Room Manager . . . promotions at the Benson include: **Lon Kellstrom** from part-time sales representative to Sales Manager; **Steve Tidrick** from chief clerk to part-time Sales Representative and part-time Assistant Manager; former desk clerk, **Mike Wiseman** is appointed Chief Clerk . . . at the Georgia, **Hermann Schaad** is promoted from catering manager to F&B Director; **Hans Beblo** to Banquet Manager from banquet captain; **Hans Obeck** from room captain to Manager of the Cavalier Grill; **Geoff Snowball** from assistant catering manager to Beverage Supervisor . . . named to Chief Steward from captain at the Space Needle is **Steve Bullock** . . .

### Transfers

**Christian Roure**, formerly F&B controller at the Dusit Thani is named F&B Controller for the Olympic . . . former assistant restaurant manager of the Space Needle, **Bill Stafford**, is named Restaurant & Bar Manager for the Miyako . . . to the St. Francis as Executive Steward goes former Ilikai steward, **James Downs** . . . **James Landry** transfers in his same position as Restaurant Manager from the Ilikai to the St. Francis . . . former Space Needle purchasing agent, **John MacLean** is named F&B Cost Controller at the St. Francis . . . joining the staff of the Washington Plaza from the Ilikai is **Connie Benner** as new Reservations Manager . . . **Herman Bresser**, formerly banquet captain at the Winnipeg Inn, joins the Georgia's Cavalier Grill as Room Captain . . .

(Continued on Page 3)



## Executive Offices Report:

One of the hottest issues of the day is the subject of "consumerism."

This is reflected in the growing concern on the part of consumers as to the lessening of product standards and services which are offered. We read and hear of various business organizations who have become the targets of this new consumer awareness.

What about Western International Hotels?

Your company was built on a concept of quality. It has been a recognized company hallmark for decades. Quality is a word we have continually preached—and practiced—in the standards of our room accommodations; of our public rooms; of products and services, and most importantly, of our people.

In spite of rising costs, changing tastes or some yet unforeseen factors, we have every intention to maintain our hard-earned quality hallmark for decades to come.

It might be well to remember that our customers patronize us not because our prices are the lowest, but that we offer a high standard of quality excellence that can be relied upon. Certainly, we can take pride in this fact, as each of us has had a direct responsibility in helping to create and maintain this quality.

But we can also agree that we've not achieved perfection and that there is always room for improvement. Whatever else this consumerism issue produces, it has provided us with a fresh awareness of our own standards of operation. It has reminded us that the best way of meeting the challenges of consumerism lies in a continued concentration on the part of all of us in upholding the quality of our "product" and services.

**LYNN P. HIMMELMAN**  
Chairman and Chief  
Executive Officer

**GORDON BASS**  
President

## Correspondents

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

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

## Return of Room Key Prompts a "Fan Letter"

COSMOPOLITAN correspondent, Arcele Schiermeyer, submitted the following note received at the Reservations Department from a hotel guest. As Arcele commented, "It is the type of letter that would brighten any day."

Dear Friend,

"Well, it hardly seems fitten and proper that, after you were so nice to put me up all last week with good service and always-happy people all over the place, what with the Plumbers jamming the works and all, that I should run off with the last room key I had . . .

But I did, my secretary finding it in a little used pocket of the suit when she was dusting it out for the cleaners . . .

Well, the least I can do is to 'Pay the Freight' as someone used to say . . .

And thanks for a very pleasant week at the Inn - a real "home from home."

Enclosed with the letter was the miss-room key along with the payment of the writer's bill. On the return portion of his bill the guest had added a post script that read in part:

"It is always a pleasure to pay an Inn bill with Western Hotels. I have been doing this—generally in cash—ever since they started the Benj. Franklin up in Seattle. And as managers, you can give hearts and spades and win hands down! I will stay with Western . . ."

## Benson Does It Again!

Last Month, the Benson's London Grill celebrated a ceremony that has become a proud tradition with this fine restaurant over the past several years.

Mounted on a display wall, already crowded with 14 previous award plaques, was their latest HOLIDAY Magazine "Dining Excellence" certificate. This was the 15th-year in a row that the London Grill has been awarded this coveted honor for distinguished dining. The London Grill recognition placed it in the company of some less than 170 other fine restaurants throughout North America so honored by HOLIDAY.

Listed among HOLIDAY's secondary "Other Recommendations" ("for good eating and friendly welcome") were: Yamato Japanese Restaurant at the Century Plaza; The Golden Belle of the Northern; Trader Vic's Restaurants at both the Bayshore Inn and the Washington Plaza; and the Cavalier Grill of the Georgia.

## Lynette Himmelman Weds

LYNETTE HIMMELMAN, daughter of L. P. Himmelman, WIH Chairman and Chief Executive Office, became the bride of Yuji Tsutsumi, President of Japan's Prince Hotels, at wedding ceremonies held on September 6 in Tokyo. After an extended honeymoon trip the couple will make their home in that city.

The groom is a graduate of the University of California at Los Angeles. His father, the late Hon. Yasujiro Tsutsumi was the former Speaker of the House of Representatives of Japan, and the founder of the Seibu Group of Enterprises. His grandfather, the Hon. Saburo Ishizuka is the Senator from the Niigata Prefecture.

## MEET YOUR CORRESPONDENT

### JEAN KLAPPERT - Century Plaza

JEAN KLAPPERT, who along with Charlene Chabin, acts as FRONT! correspondent for the Century Plaza, is a native of Cincinnati, Ohio. Though she was associated with the insurance business while in that city, Cincinnati was also where she made her first—or at least, most impressionable—entry into the hotel world. It seems that she happened to be under the marquee of the Sheraton Gibson Hotel when it collapsed during a severe storm which action literally forced her through the plate glass window of the hotel's coffee shop!

Her introduction to Western International's hotel world, however, was much more pleasant. She joined the Century Plaza's Sales Office staff as Secretary in 1966 during that exciting period just one month prior to its formal opening. During her five years at the Century Plaza, Jean has worked for several of the Hotel's Sales Manager's and continues to find her job interesting and challenging. But one of the most exciting events of her hotel career was the opportunity of viewing at close hand the first moon astronauts and their wives as they left the hotel following the dinner hosted for them at the hotel in 1969.



## COMINGS AND GOINGS

(Continued from Page 2)

### New

Appointed as Regional Sales Manager for the Washington D.C. Regional Sales and Reservations office is **Rene Francis De Marco** . . . **Kurt Ambuehl** joins the staff of the St. Francis as Banquet Manager . . . named to the position of Assistant Manager of the Continental Plaza's Chicago '93 Restaurant is **Robin Norris** . . . Appointed Director of Sales for the Continental Plaza is **William H. Ryan**.

## United NEWS

Our PARTNERS IN TRAVEL

Trader Vic's Takes To The Friendly Skies—Trader Vic's distinctive style of "Pacific type" cookery and unique beverages (familiar to many WIH people and hotel guests) is the newest dining attraction on a number of United Air Lines flights.

Introduced in early August, United's "Trader Vic's Service" is being featured on selected 747 Friend Ship flights between New York-San Francisco, New York-Los Angeles, Honolulu-San Francisco and Honolulu-Los Angeles. It's also an integral part of their new DC-10 Friend Ship service.

The colorful and innovative originator of the several Trader Vic's restaurants, Victor Jules Bergeron, is personally involved with this new in-flight service as a food and beverage consultant for United. Of the 18 Pacific-type restaurants Bergeron now owns and operates, three of them are located within Western International Hotel properties—the Washington Plaza, the Bayshore Inn and the Cosmopolitan.

\*\*\*\*\*

**DC 10 Friend Ship Inaugurated**—United's newest Jetliner, its Douglas DC-10, celebrated its inaugural service flight between Washington, D.C. and San Francisco on August 16. Designed to service medium-to-long haul routes this newest jetliner provides spacious seating for 222 passengers in its first class-coach combination. It is advertised as "the plane designed to please everybody" and offers several passenger-appealing features including Trader Vic's Service (see above), two lounges and in-cabin storage compartments for those who prefer bringing their luggage on board.



**WIH - CANADA** - The annual convention of the Canadian Institute of Association Executives, held in Toronto in mid-August, featured a WIH exhibit booth manned by a go-get'em sales crew. As a promotion attraction, and in cooperation with CP Air, the group co-sponsored a drawing for an expense paid Hawaiian holiday trip. Pictured behind the booth counter above are from left: (seated) Bruce Mumford, Assistant to the General Sales Manager for WIH, and Rina Steuerman, Sales Secretary for the Toronto Regional Sales office; (back, from left) Lorn Evans, Sales Manager, Bonaventure; Al Rennie, Director of Sales, Winnipeg Inn; and Sandy Irwin, Director of Sales, Calgary Inn. Other Sales staffers attending were: Steve Halliday, Director of Sales, Bayshore Inn; Fred Oakley, National Sales Manager, Bayshore Inn; Bernard Brault, Sales Manager, Bonaventure, and Barry Macdonald, Regional Sales Manager, Toronto.



**WIH** - It was a "farewell" and "welcome" luncheon hosted by the WIH Executive Offices at the Olympic hotel, recently. The "farewell" was for retiring Professor Joseph Bradley, former Director of the Hotel and Restaurant Administration School of Washington State University (and so familiar to many WIH "students" of past seminars). The "welcome" was for the newly appointed Director, Lothar A. Kreck. Photographed during the occasion are above from left: Gordon Bass, President of WIH; Kreck; Bradley, and Harry Mullikin, WIH Executive Vice President.



**HOUSTON OAKS** - The hotel's newly formed Employees Council recently sponsored a blood drive with a total of 71 pints of blood donated. As a result of the drive success, all employees of the Houston Oaks and their dependents are insured for any amount of blood that may be required for a full year. Above, Convention Coordinator, Prissy Martin, has her blood type checked before her donation.



**CALGARY INN** - Calgary's Stampede '71 was honored this year by the presence of Canada's Prime Minister, Pierre Trudeau. Doubly honored was the Calgary Inn who hosted Mr. Trudeau. The Prime Minister is shown above (center) as he left the Inn to attend a Western style barbeque.



**COSMOPOLITAN** - "Enthroned" as the Cosmopolitan's "Employee of the year" is Steve Jung, Beverage Controller of Trader Vic's restaurant. Steve was selected, by vote of all hotel employees, from among the "Employee of the Month" winners of the past year. With Steve (left) is Bob Niederhauser, Trader Vic's Manager.



**NORTHERN** - After the fire . . . iced tea. When a nearby supper club caught on fire recently, the Northern Hotel staff provided a refreshing pause to the overheated firemen fighting the blaze. They supplied them with cooling glasses of iced tea. Above, neither heavy smoke, water or fire hoses keeps Golden Belle Busboy, Dave Childers, from making his appointed tea service round.



**MIYAKO** - Dedication of the Miyako Hotel's new Imperial Ballroom in mid-August was marked with Far East pagentry, colorful entertainment and the presence of many distinguished guests and hotel associates. Three of the opening ceremony participants are pictured above from left: Eizo Imazato, President of Kintetsu Enterprises of America (owners of the Miyako); Bishop Matsui of Konko-Kyo Church of San Francisco, who performed the Shinto rites; and Joseph Mogush, Vice President of Western International Hotels.

## NEWS PICTORIAL



**ANTLERS PLAZA** - An ice carving practically stole the show at an August reception in Fort Carson, Colorado, honoring the U. S. Army's highest ranking officer, General William C. Westmoreland. The artistically formed carving of a horse's head—symbolic of the Iron Horsemen of Fort Carson—was the creation of Serge Lauzon, Executive Chef of the Antlers Plaza. Complimentary letters from ranking officers attending the affair and received by Lauzon, indicated his "artwork was the talk of all the guests," and that Westmoreland was particularly taken by the "unique beauty of the statue."



**GEORGIA** - British movie star Stephen Boyd's visit to the Georgia recently "turned on" the gals when he dropped into the Coffee Garden. Cozily sharing the camera spotlight with Boyd are Coffee Garden Waitresses from left: Diane Archel, Connie Szerdrey, Rejean Trudeau and Francis Eyles.



**WASHINGTON PLAZA** - Obviously a family picnic isn't a picnic unless it includes kids and games! The Washington Plaza employees family picnic last August featured plenty of both. Above, Employee Council President, John Romano, gets the youngsters "ready, set, go!" for a haystack search.

## AT THE OLYMPIC



It was shortly after 5:30 p.m. when the tour bus direct from Vancouver B.C. maneuvered into a parking position at the Olympic's arcade entrance.

On the curb awaiting the bus's arrival were Matt Stack, Superintendent of Services, with Bell-captains, C. B. Owen and Bob Ferguson; the Doorman, Frank Lindholm and Olympic Tour Coordinator John Laupp.

First to alight from the bus was the tour escort, who was promptly greeted and welcomed to the hotel by Laupp. As the somewhat weary tour passengers filed out they were cordially directed to the lobby entrance. Here a table had been set up for the convenience of the tour escort in distributing each guests pre-registered room card and key. They were then shown to the elevator locations and within a few minutes of their arrival they were on their way to their rooms, eager to freshen up and to relax a few minutes before their dinner. Lights in each of the tour group guest rooms had been switched on so that as guests entered their rooms they were warmly greeted with an inviting, "we were expecting you" welcome.

Back at the arcade entrance, meanwhile, the service staff were busily sorting and marking guest baggage for room delivery. Through an efficient even-odd room number marking system, the bellmen were able to deliver the luggage to the proper rooms with a minimum of de-

## TOUR GROUPS GREETED WITH

# "WE WERE EXPECTING YOU"

## WELCOME

lay. "The crew (bellmen) really have it down to a science," says Matt Stack, "I can't recall a case of misdirected luggage to a room or an instance where a tour was delayed because some bags were misplaced. In fact, several tour escorts have commented that they have been more than pleased with our services," he proudly added.

The tour escort, after attending to a few necessary details, also retired to his room pleased with his reception and left with a satisfied feeling that things would continue to go smoothly for his tour group during the stay.

### COMBINED STAFF EFFORT

Making things "go smoothly" and pleasantly for tour groups has been a prime consideration in the Olympic's popularity with tour operators over the years.

During this last tour season, however, the hotel has added new emphasis to its tour reception that has involved a combined staff effort.

Says Stack, a 25-year veteran of the Olympic, "We've always treated these groups well, but we are now all trying a little harder to please."

Tour Coordinator, John Laupp explains, "Our tour business has taken a renewed importance for several reasons. Not the least of these is that they have been somewhat fewer this year because of the general economic situation and

competition from other new hotel's in the area is increasing. We not only look towards maintaining our present business, but we'd like to continue adding to it. One of the best ways of doing this is to demonstrate our appreciation of their visit by letting these groups know we really care . . . in the courteous efficient way in which we handle even the smallest of details and in our friendly and hospitable attitudes."

### HOUSEKEEPING ALERTED

Such attitudes of friendliness and hospitality toward tour groups also gets the special attention of the hotel's Housekeeping staff members. Each new tour that arrives at the Olympic is posted before hand on a department bulletin board display. The display tells where the tour is coming from; its next stop; the length of stay at the Olympic and lists the room numbers tour guests will occupy.

The purpose of this bulletin board is two-fold, according to Hanne Dittler, Director of Housekeeping for WIH and the Olympic. "For one thing, it alerts the staff responsible for the rooms to have them in a freshly prepared 'we were expecting you' condition before tour arrival time."

Also, posting this information keeps everyone aware of the tour business that is in the house and where these groups are roomed. They are encouraged to show every courtesy and consideration towards these guests during their stay. Quite often there are some older people or less sophisticated travelers in these groups that may require some special attention or service . . . extra blankets, perhaps, or some instruction on laundry or dry cleaning procedures."

On keeping her staff informed of the tour itinerary as to their last and next tour stops, Hanne comments, "To the tour guests this is just another indication of our personal interest in them when they learn that a maid, for instance, has taken the trouble to know a little of their travel schedule. Often, it happens that this maid is not only familiar with the itinerary scheduled but has, herself, visited the areas and—particularly if it is one of ours—the hotels in which the tours are booked."

### BEGINS WITH SALES

Preparations for accommodating tour groups, may have been in the works some weeks, even months, before their actual arrival. It begins in the Fall of the year

when the Olympic's Sales Department contacts the various tour operators for their next season's business. Tour bookings made at this time are largely tentative as to actual dates and the estimated size of each tour group. The bulk of the tour season will run from June through September, although there will be some scattered business booked before and after this period.

About 75% of the Olympic's tour business, according to Laupp originates in Seattle. The remainder may originate elsewhere in the United States or in Canada with the Olympic included as one of the tour stops along the way.

Around the first of April the hotel's Tour Coordinator will begin concentrating on the organization of tour activity details. From the information provided by the Sales Department the daily Tour Booking forms will be prepared. Along with other information these forms will list the name of the tour, the number and types of rooms requested and the times of arrival and departure.

About two weeks before the tour is scheduled to arrive at the hotel, John will contact the tour operator for a confirmed rooming list. At the same time he will also receive from them any facility or special arrangement detail requests. A particular tour escort, for instance, may require a meeting room to bring his group together for a tour briefing or a "get acquainted" cocktail party. Dining arrangements may have to be planned and scheduled with the hotel's Food and Beverage people whether it's dining as a group in one of the hotel's public restaurants or in a reserved banquet room.

### TOUR ARRIVAL NOTED

Other related departments such as Housekeeping, Guest Services and the Front Desk are also kept notified of the impending tour arrivals. Of course, all hotel departments are kept informed of this tour business activity through the regular department head meetings and through the daily events calendar.

Certain special attentions are extended the tour escort, such as a complementary cocktail or similar consideration as gestures of appreciation and goodwill.

"We try to room the escort on another floor away from his group," John states, "so that he can be assured of some degree of privacy if he so wishes. Quite often the escort will need some uninterrupted time to work on reports or some other tour connected details."

While the original contacts with the tour organizers may have been with the Sales Department people, the Tour Coordinator is recognized as the liaison once the tour is in operation. John is not only responsible for each tour group's well being during their hotel stay but maintains this contact responsibility after the tour has left. Any post-tour request, questions of billing, or complaints are directed to and handled by him.

Instances of valid complaints, John hastens to assure, are very few and far between. For this he credits to a great extent the combined "making things go smoothly" efforts of his fellow Olympic staff members . . . and their sincere attitudes of friendliness, hospitality and service.



BELL-CAPTAIN C. B. Owen (center) checks itinerary schedule with tour escort as the tour group disembarks from the bus. At left is Tour Coordinator, John Laupp.



BELL-CAPTAINS Bob Ferguson and C. B. Owen check tour guest baggage with rooming list prior to room delivery.



TOUR COORDINATOR John Laupp (right) assists the tour escort with rooming details and briefs him on hotel facilities.

HOUSEKEEPING'S Joy Vitulli posts tour information on the Department's bulletin board including room numbers to be occupied by the tour group.

# FRONT! INTERNATIONAL



**SINGAPORE** - Thirteen reasons why the Shangri-La's dining rooms are the sensation of Singapore. The Hotel's kitchen staff, back row left to right: Peter Markert, Roast Cook; Keith Logdahl, Relief Cook; Fredy Thalmann, Sauce Cook; Martin Frei, Cold Meat Cook; Fritz Roller, Sauce Cook; Rolf Maag, Head Butcher; Gerhard Zeh, Pastry Chef. Front row left to right; Heinz Bauert, Sous Chef-Golden Peacock; Dieter Flierl, Executive Sous Chef; Hermann Gammeter, Director of F&B; Hans-Wolfgang Fillinger, Executive Chef; Peter Nowtny, Sous Chef-Coffee Garden; Hans Schweizer, Pastry Chef (assisting from Dusit Thani).



**SINGAPORE** - Lovely Catherine Tan, appropriately dressed in Shang Dynasty costume, is Hostess at the Shangri-La's Shang Palace restaurant. The Shang Palace is the Hotel's Chinese cuisine restaurant.



**TOKYO** - The 23rd World Scout Conference was held this year in Japan and hosted by the Tokyo Prince Hotel. Some 500 delegates from 80 countries were in attendance during the August 12-18 meeting. Above, the Emperor of Japan delivers a welcome address to the delegate at the opening session which took place in the hotel's ballroom.



**JOHANNESBURG** Hard hats are in style during the construction of the Carlton Hotel now rising on the Johannesburg, South African skyline. And they never looked better than they do on the pretty heads of these four hotel employees pictured above. Trying to figure out what the construction plans are all about are, from left, Carol Roberts, Lu Kurten, Trish Marsh and Caroline Tindall.



**TOKYO**- At the Palace Hotel, members of both the Hotel's Sales and Banquet Departments work closely on hotel function details. Below, conferring on arrangements for a cocktail party are (from left) Toshio Irye, Sales Manager; Akira Ishizaki, Deputy Director of Banquets; and Katsuhiko Wachi, Chief of Sales Department.





# FRONT FAMILY FEATURES

## FRONT! FUNNIES

**BACK OF THE BAR PHILOSOPHY:** If you find yourself going around in circles maybe it's because you're cutting too many corners.

\* \* \* \* \*

Since Joe could not stop snapping his fingers, he went to see a psychiatrist.

"Why do you do this?" asked the doctor.

"It keeps the tigers away, Doc."

"My good man," replied the psychiatrist, "there are no tigers within 6,000 miles."

Joe beamed, "Effective, isn't it!"

\* \* \* \* \*

### OVERHEARD IN THE COFFEE SHOP:

First Pantsuit: "Does your husband ever forget your birthday?"

Second Pantsuit: "Never . . . I remind him of it in June and then again in January and get a present each time!"

\* \* \* \* \*

A very large woman who was also very religious was heard to mutter when she couldn't find a bra ample enough for her needs. "My cups runneth over."

\* \* \* \* \*

One definition of progress is when you find yourself helping your child with a report on a book which was banned when you were in school.

\* \* \* \* \*

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

## HOTEL NAME PUZZLE GAME

### The Whole Family Can Play!

The names of all the WIH properties in the United States can be found among these letters. Test yourself on how many you can remember and recognize. The name of each of the hotel properties (including the Space Needle) sometimes is spelled forward . . . at other times backward, up or down. Draw a circle around a name when you find it and record it below. CLUE: You should end up with a total of thirteen names.

- |          |           |           |
|----------|-----------|-----------|
| 1. _____ | 6. _____  | 11. _____ |
| 2. _____ | 7. _____  | 12. _____ |
| 3. _____ | 8. _____  | 13. _____ |
| 4. _____ | 9. _____  |           |
| 5. _____ | 10. _____ |           |



## GOOD HAUNTING

IT'S THAT time of the year again—when goblins grin and witches ride their brooms across the face of the moon. Yes, there's danger abroad on Halloween. The youngsters, preoccupied with the excitement of trick-or-treating, are heedless of danger. Parents should stress the following safety precautions and watch for the most common hazards:

- 1. Check costume**—Make sure it isn't so long as to trip the child. Don't allow boys to wear large, heavy boots, little girls to wear high heels. All costumes should have some white material or reflectorized tape.
- 2. Use make-up instead of mask**—Many masks have narrow eye slits which impair vision. A close-fitting rubber mask can even suffocate a child.
- 3. Light jack-o-lanterns with flashlights**—Never allow children to use candles.
- 4. Keep "trick-or-treat" between 6 and 8 p.m.**—Set a specific time for your child to return home. Remind him that Halloween is for fun and frolic, not vandalism and violence.
- 5. Never jaywalk**—Caution youngsters not to dart across busy streets, driveways, down alleys, or across parking lots. Accompany very young children on their rounds.
- 6. Save "treats" to show at home**—Warn children not to consume the "goodies" in the "trick-or-treat" bag until they've brought them home for your inspection. Some sick, sadistic minds have thought of reversing the old ritual of trick-or-treating, and children have been given apples with razor blades in them, pills, laxatives that look like candy, and even poison.
- 7. Prepare for goblins**—Tie white rags and strips on guide wires holding TV antennas, on guards around newly planted trees. Store trash cans, lawn mowers, bicycles, objects which might give vandals ideas, or be tripping hazards. Keep porch lights on.
- 8. Help trickster unwind**—Before bedtime, let him tell you about his fun. Give him a glass of hot milk or cocoa. A warm tub bath helps, too. If he shows signs of having been frightened, leave a dim light in his bedroom.

## INN BASKET

**LOST ROOMS FOUND**—According to a story in the South African Digest as forwarded to us by correspondent, Anna Elena Steiner of the El Salvador Camino Real (and how is that for an international item!), a Johannesburg hotel recently discovered that several of their guest rooms had been “missing” for over 20 years.

The amazing thing is that no one seems to have realized they were “lost” or had a ready explanation why they were. Here is the story as reported:

“A Johannesburg hotel has discovered a whole section of accommodations for guest—14 rooms and a suite—that had been lost to the hotel for years.

The assistant manager told a Sunday Times reporter about this strange occurrence.

“This is a huge complex. The hotel is linked to three blocks of flats, a garage and numerous shops,” he said. “It covers a whole block, some sections of which have been added to the original building on different levels.”

“I noticed an odd thing about one of the lifts (elevators). When you press the button for the first floor it takes you to the second.”

“But then I saw that the lift did, indeed, whisk past a first floor without stopping.”

So he went exploring and found a locked door at the end of a corridor.

“When a locksmith opened it we found 14 rooms and a suite. The dust and cobwebs showed they had not been used for years. Judging by the furniture they have been ‘lost’ for over 20 years. And no one seems to have known they were missing!”

\*\*\*\*\*

**TEA FOR TOTS** — From our Trust House Hotel associates of Great Britain, we learned of the opening of their new hotel in Scotland . . . the 103-room Post House resort hotel in Aviemore. Of particular interest to family groups is the special consideration given to kiddies within the wide range of entertainment and recreational facilities available in and around the hotel. Thoughtfully included is a “games room” just for children. It is well stocked with toys and equipment where children can play in the care of a resident nanny. And, as a soothing climax to their active day, these children are served a high tea each evening just like that being served to their mummies and daddys elsewhere in the hotel.

## PEOPLE Make The Difference

A continuing series of employee profiles illustrating what the familiar WIH “People Make the Difference” reference is all about. Individuals featured are selected from the various WIH hotel properties and offices and from the range of job position categories.

### BILL WRIGHT - Superintendent of Services, Benson Hotel



**BILL WRIGHT**, Superintendent of Services, for the Benson Hotel is many things to many people. All of them contributing to his qualifications as a “People Make the Difference” candidate.

To the Benson’s guests he is what “guest services” is all about. It is in his expressed willingness to be of service; the efficiency of a professional in his performance and, always, a ready smile and an attitude of personal interest in people.

His is the type of personality and attitude that inspires guests, normally too busy to bother, to sit down and write letters of commendation to the hotel’s General Manager. Benson General Manager, **Basil Miaullis** can attest to this!

To his staff Bill is the kind of “boss” they enjoy working for and he is held in their highest esteem. Their evaluation, to a man, is that “He is the greatest!” The feeling is mutual.

With his crew Bill has developed an equal responsibility sharing system that has all but eliminated the possibility of staff conflict. Says Bill, “**It’s a pleasure to work in such a non-conflicting atmosphere where you can devote your full time to taking care of the guest.**”

**TO HIS** fellow Benson employees he is looked upon as a personable, hard-working and cooperative family member. He is credited for his efforts in helping to get the Hotel’s Employees Council organized and was further recognized by his fellow employees as the Benson’s candidate for the WIH Thurston-Dupar Award in 1962.

But even beyond the boundries of the Benson, Bill has received a company-wide recognition for developing a guest service practice now in common usage throughout all our properties. Bill, along with Benson Bellman, **Don Osmond**, was responsible for originating the basic plan for our present guest pre-registration system.

Through the years, Wright and Osmond had become acquainted with several guests who frequented the Benson on a regular basis. Many of them would

always request a favorite room. In an effort to help assure these “regulars” of getting these rooms and to save them the bother of standing in the registration line on arrival, the two men worked out a very simple procedure. Each morning they would check the Front Desk lists of incoming guests. If one of the recognized regulars were on the list, they would have the Desk Clerk pre-register the guest into the chosen room if available, then take the room key. When the guest arrived, either man would be immediately available, room key and registration copy in hand, incoming mail and messages collected, and ready to usher the guest to his room without any delays.

**THE PROCEDURE** worked so successfully that a detailed version of their system was presented to the attendees of the 1963 Annual Managers Meeting and was promptly adopted, with certain modifications, for use by all WIH properties.

Within the last few years Bill has also been involved with new hotel property pre-openings assisting with guest services staff training. His most recent “back up” crew assignment was with the opening of the Houston Oaks Hotel last spring.

Bill began his hotel career as a Bellman with the Multnomah Hotel, a former WIH property, in April, 1942. In 1954, he was transferred to the Benson shortly after it became a WIH property, in his present position as Superintendent of Services.

What does Bill think about his job after looking back on almost thirty years of Bellman service? His positive response, “**I wouldn’t trade jobs with anyone!**” In support of his enthusiastic attitude he credits the very pleasant relationships he enjoys with his fellow employees and house guests and in his “fantastic working conditions.” He reserves a similar enthusiasm for his one and only hobby . . . golf. Bill is an active member of the Benson’s golf team and currently shoots in the low 80’s.



**GEORGIA** - What do you say to a naked lady? When it's a department store mannequin the conversation is bound to be all one way. The Georgia crew from left; John Brohman, Director of Sales; Rick Russel, Sales Manager; and Trevor Newton, Desk Clerk return borrowed mannequins used in a lobby display during Vancouver's Sea Festival Week. (Oh, the "ladies" were used as bathing suit models.)



**ANTLERS PLAZA** - Above and beyond the call of "my job description." Earl Hoover, Banquet Manager at the Antlers Plaza, demonstrates how flexible one must have to be in meeting every situation.



**WINNIPEG INN** - Our inventive cooks are at it again. Cook, Jerry Stransky of the Cafe Lombard had this hunk of pastrami when he ran into Cook, Ed Mathis of the main kitchen carrying a loaf of rye. And that, kiddies, is how the pastrami on rye was discovered! (Remember, you read it here first!)



## PHOTO ALBUM



(Center Above) - **CONTINENTAL PLAZA** "Wonder-bartender," Bill Wonder, of the Continental Plaza's elegant Consort Room displays his drink pouring fineness. His secret is in the elbow position, the tilt of the glass, and just the twist-of-the-wrist follow through.



**NORTHERN** - Now that's a punch that packs a punch! Costumed hotel Banquet Manager, Klaus Richter, and Banquet Waitress, Jean Degenhart, pre-sample the "yellow bird" punch that was served during the Northern's recent "Jamaica Jamboree" party.

(Left) **WIH** - Marketing Division Secretary, Diane Blevins will get back to work in just a minute. But now she wants to smile a friendly "hi" to all you folks out there in hotel-land.



**WASHINGTON PLAZA** - Pantry girls of the Washington Plaza line up for a "kitchen quartet" portrait. From left are Sandra Paulsen, Rie Wells, Gloria Stilling and Bea Bremness.



**BONAVENTURE** - Bright smiles to complement the sparkle of the hotel's silver, china and glassware. The Bonaventure "dishwashers with polish" are Jose Pimentel and Norbieto Tavares.

FRONT VISITS THE

# The Consort

## CONTINENTAL PLAZA

THE SWIFT ride from the Continental Plaza's lobby to its 16th-floor rooftop Consort dining room takes only moments in time.

But for the Consort guest, those few moments have taken him from the dynamic tempo of contemporary Chicago to a more leisurely paced world of 18th-century regal elegance.

It is an amethyst, silver and gold world of velveteen banquet seating and deep pile carpeting; of elaborately crystalled wall sconces and mirrored columns; of courtly service and the romance of violin music by candlelight.

Most of all, it is a world that invites the enjoyment of as superb dining and fine wines and beverages as can be found in the city.

The name "Consort" was inspired by those elegant figures of history, who, as arbiters of quality, became "companions to the Crown." Two life-sized papier-mache figures carry out the theme. The 18th-century garbed "Consort" stands in the foyer as official "greeter" to guests entering the restaurant.

Inside the Room his regally robed and jeweled "Queen" holds court, overseeing the diners of her glittering "jewel box" domain. Along one wall huge windows, hung with pale gold Austrian pouf draperies, overlook that "other world" of the Michigan Lake shore and Chicago's famed Michigan Boulevard.

The Consort seats 175 persons, and its adjoining lounge an additional forty. The restaurant serves luncheon from noon to 3 p.m. Monday through Friday, and dinner is served every evening from 6 p.m.

The Consort draws evening patronage from both hotel guests and the local citizenry and has enjoyed consistent favor from Chicago's social, business and political community. It is a particular favorite for celebrating a special occasion or anniversary.

But for the first-time diner or the regular patron an evening at the Consort becomes an occasion in itself.

### DINING — AN "OCCASION"

It begins at the entry as the guest is greeted with a gracious warmth by the

## Romantic, Regal Dining On A Rooftop



formally attired Room Manager, Roy Mariani. Upon being seated, each lady is presented with a red rose and corsage pin . . . a Consort tradition. Further, if the guest has made advance dinner reservations personalized matchbooks, name stamped in gold, are placed on the table. Tables are set with white linen, and softly lit by candlelight reflecting through a frosted shade on a silver pedestal.

The Consort's expansive menu features a continental cuisine. Diners may choose from a number of "complete dinner" selections or a wide range of a la carte items . . . each dish superbly prepared by the Consort's kitchen staff under the skilled direction of Executive Chef, Hans Lenz.

To complement the Room's gourmet fare is its extensive wine list. From among its European and domestic selection are several notable vintages including a 1959 Lafite Rothchild . . . at a mere \$75 a bottle! A delightful touch is the presentation of miniature wine scrolls to guests ordering wine, with their wine selection appropriately marked as a souvenir reminder.



**ROY MARIANI,**  
Room Manager and  
gracious host of the  
Consort.

### "ROYAL STRINGS"

A Room entertainment feature that adds immeasurably to its "dining occasion" atmosphere is the "Royal Strings" of the Franz Bentler Orchestra. This group, comprised of seven top-flight violinists playing in

concert, have been presenting three shows nightly, every night of the week, for the past four years . . . and to ever increasing popularity!

Staffing for luncheon includes two captains, four waiters and three busboys. At dinner, a team system operates with each team comprised of a captain, two waiters and busboys. Each of the seven teams accounts for service to twenty-three guests. The captains wear formal tuxedos and the waiters are identified by their black satin-trimmed deep purple coats, with black and white striped weskits and black trousers. The busboy's attire includes black page jacket with purple trim. The evening staff also includes a tuxedo clad Sommelier (wine steward). In keeping with the Room's dominant purple-amethyst color scheme, the Consort Lounge staff (bartenders and waitresses) show a great deal of purple in their costuming.

### ROOM TRADITIONS

Through just seven years in operation the Consort has established some strongly entrenched dining traditions popular with Chicagoans. One of these is the "Royal Easter Brunch" with special activities designed for the children.

New Year's Eve is another Consort tradition with special events repeated each year for a sell out crowd.

The Consort has won not only the popular acclaim of its patrons but it has received award recognition from various publications and the restaurant industry itself. Repeatedly singled out is the Room's unwavering reputation for superb cuisine, service excellence, tasteful entertainment and its attractive decor.