



'tis
the
season
to be
jolly

front!

DECEMBER 1971

WESTERN INTERNATIONAL HOTELS

Partners in travel with United Air Lines



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

Chris Lucas, formerly catering manager of the Continental Plaza assumes the new title of Catering Consultant for the Hotel . . . at the Olympic these new appointments: **Catherine Stuntz** from reservations clerk to Reservations Manager; **Henry Nicholson** from assistant manager to Senior Assistant Manager; **John Dowell** from room service waiter to Room Service Manager; named as Grill Room Manager is **Marc Gavrill**.

Transfers

Mack Griffiths, formerly with the Engineering Department of the Antlers Plaza, is named Chief Engineer of the Northern . . . **Briar Walker** is named Director of Housekeeping at the Houston Oaks from this same position at the Anchorage Westward . . . **Siegbert Wendler**, formerly of the Ilikai, is named Sous Chef at the Century Plaza . . . named Sales Manager of the Houston Oaks is **Collins Schmitt**, formerly with the Chicago Regional office . . . **David Stoddard**, formerly sales manager at the Washington Plaza, is appointed Sales Representative at the Los Angeles Regional office . . . new Manager of the Grill and Coffee Shop at the Cosmopolitan is **Earl Hoover**, formerly banquet manager of the Antlers Plaza . . . named as Director of Sales for the Washington Plaza is former Century Plaza sales manager, **Brian Droure** . . . **Ken Evans** is appointed Senior Assistant Manager of the Georgia from assistant manager of the Imperial Inn . . . on his return to Canada, **Robert Poon**, formerly assistant manager of the Miyako Hotel, has been named Food and Beverage controller for the Calgary Inn . . . **Alex Gordhammer** is named Assistant Credit Manager at the St. Francis from credit manager of the Sir Francis Drake . . .

(Continued on page 8)



Executive Offices Report:



one familiar shape of the Holiday season . . . like that of one of its symbols, the holly wreath . . . is the circle.

The memorable events that highlight the Season's celebrations revolve much around circles . . . of close friends, of our associates at work, and most of all, of our own family circle.

For each of us these are circles that radiate a particular warmth and good fellowship that gives joy to the season.

Within the circle of our Western International family we would like to link our best wishes for a happy holiday season. We hope it will surround you with those you love during these special days.

And as the year draws to a close its full circle of days, may we also extend our sincere greetings for a happy and healthy New Year.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

Correspondents

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

Anchorage-Westward, Jack Gibbs; Antlers Plaza, Marilyn Crawford; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Joe Guilbault; Century Plaza, Charlene Chabin and Jean Klappert, 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; Northern, Con Carter; Olympic, Fran Vitulli; Palace, Y. Yoka; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, Rita de Rubio; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.

Famed Mayflower Hotel Joins WIH

EFFECTIVE as of midnight, November 1, Western International Hotels has assumed the management of the Mayflower Hotel in Washington D.C.

This established 703-room property is located just three blocks from the White House on Connecticut Avenue. The Mayflower has long been recognized as one of the most prestigious hotels of the nation's capitol city and one of its most elegant. Fashionable shops surround the Hotel area and within a few blocks is Embassy Row; major government buildings; and the business and financial districts.

Appointed to the position as General Manager for the Mayflower was **Michael Lambert**, formerly General Manager of the Bonaventure in Montreal.

Assisting Lambert, in the position of Resident Manager, is **Lou Martinelli**. Lou had been on temporary assignment with the Anchorage Westward, and previous to this was the Resident Manager of the Ilikai.



Other major department head appointments included **Larry Stephan** as Director of Sales and **Renate Seybold** as Director of Housekeeping, both transferring from these same positions at the Washington Plaza.

Transferring from the Olympic and

continuing in their same position capacities are Front Office Manager, **Ray Sylvester** and Reservations Manager, **Frank Alexander**.

Appointed as Controller was **Orvin Olsen**, formerly Senior Internal Auditor for the WIH Accounting Division.

"Great Transformation" Begins At Stroke of Midnight

THE small group of WIH people gathered together in the Mayflower Hotel suite, checked their watches with increasing frequency as the hour drew closer towards midnight.

It was the evening of October 31, and at the stroke of the twelfth hour that would mark the dawn of a new day, Washington D.C.'s most prestigious hotel would officially become a member of the Western International Hotels family.

The waiting group which included WIH Vice President, **Joe Mogush**; the newly appointed General Manager, **Mike Lambert**, and Resident Manager, **Lou Martinelli**, among others were all set to go on this initial phase of the "great transformation." Their first assignment—to replace the Mayflower's visual identification with its previous operators with that of Western International.

SPECIFIC TASKS

Each member of the group had their specific tasks to perform, and there was a lot to be done.

Window decals left by the former owners had to be removed and replaced with the WIH symbol.

WIH elevator cards, counter cards and other promotional pieces needed to be put on display in appropriate public areas.

Packets of WIH hotel brochures had to be inserted in the lobby brochure racks.

Switchboard operators were to be alerted to answer all incoming calls with the identifying phrase, "Western's Mayflower Hotel."

And, to give the hotel's main entry a more inviting look, a crew of hotel Housemen had been brought in to spruce up this area.

Then at the stroke of midnight, the "task force" crew fell to with a flurry of activity. In less than two hours all assignments had been completed and the weary and hardworking group were ready to retire.

WIH BANNER RAISED

Early the next morning, the identification transformation activity continued beginning with the raising of the WIH banner over the entrance marquee that fronted Connecticut Avenue.

Renate Seybold, Director of Housekeeping, in her introductory meeting with the Housekeeping Department staff, outlined the change-over procedures for guest rooms.

Each maid was supplied with such WIH items as laundry bags, matchbooks, room literature, etc., to replace such similar materials now in the rooms.

EMPLOYEE WELCOME

The first day of the "great transformation" also began with an employee welcome to our WIH family. Mayflower staffers, meeting in orientation sessions, were introduced to Western International's management philosophies and operations. From comments received, employees indicated they liked what they heard. And as acquaintances rapidly developed in the days that followed, the new WIH management acquired and expressed a mutual admiration for the professionalism and cooperative spirit of the Hotel's staff.

It all adds up to the beginning of a very pleasant Mayflower team relationship . . . and the beginning of a brilliant, new chapter in this great Hotel's distinguished history.

Regional Sales Conference "Gets It All Together"

NO FORMAL theme labeled the Regional Sales Managers' Conference held in Seattle in late October. However, if one had been selected, the current expressive phrase "getting it all together" would have been descriptively appropriate!

In this second meeting (the first for several of the members) ever scheduled for this group, a tremendous amount of "getting it all togetherness" was accomplished. Not the least of this was in the establishment of a more workable uniformity of operating procedures.

Regional Sales Managers in attendance from the various WIH Regional Sales and Reservations offices throughout the United States and Canada included: **Roger Smith**, Washington D.C.; **Tom Hurley**, New York; **Sherm Elliott**, Los Angeles; **George Marquez**, San Francisco; **Don Erlandson**, Chicago; and **Barry Macdonald**, Toronto, Canada.

The two-and-a-half day conference, the first to be held in Seattle, was conducted alternately at the WIH Executive offices library and in the Marketing Division conference room. This allowed attendees to become more fully acquainted with various corporate office operations and to meet personally with company officers and Marketing staff members.

A **GREATER** part of the first day session activities involved a classroom type forum conducted by Professor Henry Kuhlman, Assistant Professor of Marketing, Seattle University. Professor Kuhlman led the group in a series of discussion topics that brought together the many facets of Marketing theory, analysis and practice. Repeatedly emphasized was Kuhlman's point that "selling is you" in that the customer "buys" the salesman as the representative of the product.

Presentations of direct application to the attendees by representatives of the various Corporate Division offices followed. Subjects covered ranged from Advertising and Promotion to Accounting Procedures. Of particular interest to the group were the presentations dealing with personnel activity guidelines. Since these Regional Sales Managers are also responsible as office managers—with some office staffs of up to a dozen people—they are often called upon to supply answers on WIH personnel policy procedures for their people.



A COMMENT made by New York Regional Sales Manager, Tom Hurley, (standing) during a Conference session gets an amused reaction from Regional Sales Manager, George Marquez (left) of San Francisco and Sherm Elliott of the Los Angeles office.

Two marketing tools that had "gotten it all together" were introduced by **Bruce Mumford**, WIH Assistant to the General Sales Manager. They were the **WIH Marketing Manual** and the **Convention Facility Directory**.

The **Marketing Manual**, in sectionalized, binder form, was designed as a helpful and informative guide to Marketing Division procedures and policies. Its various sections, each covering a particular area of operations (i.e. rates, setting up filing systems, reservations, etc.) would be distributed at regular intervals for study and binder insertion reference.

THE still-in-production **Convention Facility Directory** details all meeting room facility data of all WIH properties in a single looseleaf bound book. Attendees were informed that **Convention Facility Directories** would be available for distribution by the first of the year.

Other meeting highlights included a general discussion session on subjects submitted by the attendees prior to the conference and a "feed-back" of recommendations by the Sales Managers as to procedures and policies for review by the Marketing Division offices.

RESPONSIBLE for the organization of the meeting agenda were Chairman, **Bill Newman**, WIH General Sales Manager and **Bruce Mumford**, Assistant to the General Sales Manager.

Roberge Heads Bonaventure



Fern Roberge, former Manager of the Hotel Bonaventure, has been named General Manager of that property following the transfer appointment of former General Manager, Mike Lambert to the Mayflower in Washington D.C.

Roberge joined WIH at the Bonaventure in 1966 as Front Office Manager with subsequent promotions to Senior Assistant Manager, Executive Assistant Manager, and Manager before his most recent appointment. He is married and has two children.

United NEWS

Our PARTNERS IN TRAVEL

CHRISTMAS GIFT IDEA—Stumped for the "perfect gift," for someone special on your Christmas list? United Air Lines might have just the right answer... a Gift Travel Certificate!

The exciting concept of "travel" as a gift giving idea was recently introduced by United and is currently being promoted in their national advertising. For as little as \$50, anyone may purchase a Gift Travel Certificate that can be used by the recipient at anytime and good anywhere United Air Lines flies.

The Certificates come handsomely wrapped for giving in a gift pack that includes a catalog of tour suggestions and a brochure of helpful travel tips.

Any WIH employee interested in giving someone a good head start on a trip, as a different and thoughtful Christmas present—or for any other special occasion may contact the nearest United Air Lines office for Gift Travel Certificate details.

POSSIBLE DREAMS—With more than 50% of its passengers already traveling for pleasure, United is set to launch a major advertising campaign to further stimulate the pleasure travel market. With its "The Possible Dreams" theme, the campaign will promote some 250 tour possibilities "packaged—and priced—for pleasure." Advertised will be complete "Possible Dreams" vacation packages, including hotel and ground arrangements, for less than current round trip fares!

Front Office and Housekeeping Meet To "Communicate"

IT WAS the first combined conference involving the two departments in WIH history.

That it was a most successful one could be judged by the wholly enthusiastic participation of the attendees and in the general conference conclusion that similar get-together's should be scheduled annually.

The two groups, meeting at the Benson Hotel in mid-October, represented the Front Office and Housekeeping Department heads and others from WIH properties throughout the United States and Canada.

While the four-day agenda provided for separated meeting sessions in matters of exclusive department interest, most of the sessions were held in combination . . . and very logically so. Perhaps no other two hotels departments are more closely inter-related as far as guest rooming function responsibilities are concerned than are the Front Office and Housekeeping. Further, the functional success of each department is largely dependent upon the cooperation and an understanding of the operations of the other. A clear and open line of communications between the two departments is essential.

Appropriately, the working title theme for this first Conference was "The Communicators" . . . and "communications" was largely what the Conference was all about.

COMMUNICATION CONCEPTS

One of the first presentations scheduled was a demonstration of communication concepts by outside Management Consultant, **Don McCutcheon**. In one instance, McCutcheon led the group in an exercise that demonstrated the common pitfalls that can be encountered in just the simple process of communicating instructions.

Jess Thompson, Superintendent of Maintenance for WIH, presented some helpful guidelines for more effective communications with a hotel's Maintenance Department members. Improving the effectiveness of communications through correspondence was a subject presentation by UAL's Senior Training Services Specialist, **Larry Lottier**.

Scattered throughout the program agenda were a number of sessions directed towards the improvement of communications with department personnel. Related topics explored under the direction of **Gordon Schneider**, WIH Director of Personnel and Education, included personnel relations, evaluation and training.

But it was in those efforts towards improving inter-departmental communications that the Conference scored some of its greatest successes.

Through discussion group reports and in general session exchanges, differences and problems were aired; inter-department activities, particularly in relation to areas of responsibility, were further clarified; and a closer co-operation in the promotions of mutual objectives were agreed upon.

CROSS-TRAINING

Also finding general agreement, was the need to expand the cross-training program concept where such a practice is feasible. This program now in use in some properties, allows personnel of each of the departments to participate as a trainee-observe of the other department's opera-

tions for some established period. Attendees emphasized that the insight gained from such cross-training would be particularly helpful in the understanding of procedures involving inter-departmental activities.

A general question and answer panel session wound up the final day of the Conference. It offered attendees a broadened "communications" opportunity since it allowed discussion topics to range beyond department operations. Seated on the "answer panel," in addition to those attendee members from the Division Corporate offices, were WIH President **Gordon Bass** and WIH Vice President **Joe Mogush**. These two men helped field questions of a general corporate nature.

A frequent comment made during the Conference conclusion luncheon was to the effect that attendees had not only developed a deeper insight into the combined departmental operations but had also gained a much keener respect for each others professionalism.

Co-Chairmen for the Conference were **Fred Mawer**, Front Office Manager and **Pamela Robison**, Director of Housekeeping, both of the Hotel Benson assisted by **Jim Wilson**, WIH Rooms Division Assistant and **Hanne Dittler**, WIH Director of Housekeeping.



A Time To Work . . .

(Above) Front Office and Housekeeping Conference attendees listen to presentations and take some quick notes during the combined general sessions.

A Time To Relax . . .

(Left) The get-together "fun night" brings out the big phony-money spenders at one of the gaming tables.



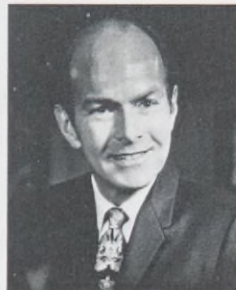
L. P. HIMMELMAN
Chairman & Chief Executive Officer



GORDON BASS
President



HARRY HENKE III
Executive Vice President



HARRY MULLIKIN
Executive Vice President



J. W. KEITHAN, JR.
Senior Vice President



C. R. LINDQUIST
Senior Vice President



DWIGHT CALL
Vice President



JOE CALLIHAN
Vice President



JOHN CALVERT
Vice President



JIM DURHAM
Vice President



KENNEY MALLORY
Vice President



BRUCE MCKIBBIN
Vice President - Marketing



JOE MOGUSH
Vice President



WILLIAM QUINN
Vice President



FRANK REID
Treasurer



RALPH VAN NOY
Vice President

MEET YOUR ELECTED WIH OFFICERS

Pictured on the page opposite are the elected officers of Western International Hotels identified by name and official title.

Its purpose is to help "visually" introduce these executive members of the WIH corporate management team and to assist you in their identification when encountered during their hotel visits or elsewhere.

Summarized below are the main areas of responsibility and corporate committee activity with which these officers are associated:

LYNN P. HIMMELMAN — Chief Executive Officer and Chairman of the WIH Board of Directors. Chairman of the Senior Management Committee. Member of the Executive Committee. Member of the Board of Directors of Western International's parent company, UAL, Inc., and Board member of United Air Lines.

GORDON BASS — President of Western International Hotels. Member of the WIH Board of Directors, Vice-Chairman of the Senior Management Committee. Member of the Executive Committee, the Development Committee, and the Finance Committee.

HARRY HENKE III — Executive Vice President of Finance, Legal and Development Divisions. Member of the WIH Board of Directors. Secretary for the Executive Committee and member of the Senior Management Committee.

HARRY MULLIKIN — Executive Vice President of Operations Division and of the Design and Construction Division. Member of the WIH Board of Directors. Member of Senior Management Committee.

J. W. KEITHAN, JR. — Senior Vice President of the Design and Construction Division. Member of the WIH Board of Directors. Design and Construction Committee Chairman. Member of the Senior Management Committee.

C. R. LINDQUIST — Senior Vice President of Operations Division. Member of the WIH Board of Directors. Chairman of the Operations Committee. Member of the Senior Management Committee.

DWIGHT CALL — Vice President and Project Director of new hotels under construction. Member of the Operations committee. Area Vice President for the Continental Plaza Hotel, Pittsburgh and the Carlton Hotel in Johannesburg.

JOE CALLIHAN — Vice President of the Food and Beverage Division. Chairman of the Food and Beverage Committee. Area Vice President for the Bonaventure, Bayshore Inn, Calgary Inn, Georgia, Winnipeg Inn, Hotel Benson, Multnomah Restaurant, and the Space Needle Restaurant. Member of the Operations Committee.

JOHN CALVERT — Vice President of the Finance, Legal and Development Division. Secretary of the Senior Management Committee.

JIM DURHAM — Vice President of the Operations Division. Member of the Operations Committee. Managing Director of the Crown Center Hotel under construction in Kansas City.

KENNY MALLORY — Vice President of the Development Division and of the Operations Division. Area Vice President for Latin America.

BRUCE McKIBBIN — Vice President and Director of the Marketing Division. Chairman of the Marketing Committee. Member of the Operations Committee.

JOE MOGUSH — Vice President and Director of Rooms Division. Chairman of the Rooms Committee and member of the Operations Committee. Area Vice President for the Anchorage Westward, Antlers Plaza, Cosmopolitan, Houston Oaks, Miyako, Northern, Olympic, Washington Plaza and Mayflower Hotels.

WILLIAM QUINN — Vice President of the Operations Division. General Manager of the Hotel St. Francis.

FRANK REID — Treasurer. Investment Committee Chairman. Member of the Senior Management Committee. Member of the Finance Committee.

RALPH VAN NOY — Vice President of the Operations Division and of the Design and Construction Division. Design and Construction Committee Vice Chairman. Member of the Operations Committee. Project officer for the Crown Center hotel in Kansas City and for New York, Toronto and Edmonton.

FRONT! INTERNATIONAL



GUATEMALA CITY — When the Country of Guatemala recently celebrated the 150th Anniversary of its independence, private groups and commercial firms were invited to participate in a contest to create decorations symbolic of this special occasion. The Guatemala-Camino Real chose an outsized reproduction of the Country's national bird, the Quetzal. Since the Quetzal cannot live imprisoned it is recognized as a national symbol of liberty. The colorful, plywood reproduction of the Quetzal was suspended over the hotel entrance and silhouetted in lights as were the anniversary dates attached beneath it.



CARACAS — Named as General Manager for the Hotel Avila in Caracas, Venezuela, was Waldor Rosales, replacing former General Manager, Jean Marc Blouet who left WIH for a hotel position in Spain. Rosales is pictured above (left) as he welcomes Dr. Rafael Calder, President of Venezuela, as he arrived at the Avila to attend a hotel banquet.



TOKYO — Representing Western International Hotels in Japan, are these three members of the WIH Tokyo Promotional Office. From left is Yasako Wantanabe, Reservationist; Keiko Sato, Secretary; and Akio Hirao, Manager.



COMINGS AND GOINGS

WIH de Mexico

Named as Executive Assistant Manager of the Camino Real Puerto Vallarta is **Gunther Spaeth** . . . **Luis Baena**, formerly manager of the Camino Real Chapala, is promoted to Resident Manager of the Camino Real Guadalajara . . . former manager of the Virrey de Mendoza, **Alejandro Hernandez**, is named Manager of the Camino Real Chapala . . . **Francisco Guerrero**, who had been rooms division manager of the Camino Real Mazatlan, is named Manager of the Virrey de Mendoza . . . appointed Interim Manager of the Francis Hotel to assist **Sebastian Rincon Gallardo** who is also in charge of the Majestic Hotel, is **Dino Mario Cardella** . . . newly appointed Controller for the Tres Rios Inn is **Victor Rocha** . . . **Alfredo Hidalgo** has been appointed Controller for the Hotel Victoria . . . named as Controller for the Camino Real in Cabo San Lucas is **Carlos Real** . . .



TOKYO — Welcomed by kimona-clad Hostess to the Takanawa Prince Hotel are Hugh Downs and Joe Garagiola, members of NBC's popular television program, the "Today Show." The show cast recently visited Japan to tape a series of programs. In addition to those shows originating from the Takanawa Prince, the "Today" group selected the Miyako Hotel in Kyoto as another program location for their Japan series.

BANGKOK — California Governor and Mrs. Ronald Reagan were recent visitors to Thailand, and guests of the Dusit Thani Hotel. (Left) The garlanded pair and their son, Ronald Jr., are being escorted through the hotel lobby by Dusit Thani General Manager, William Bryant.



FRONT FAMILY FEATURES

FRONT! FUNNIES

A newlywed was trying to console his tearful bride. "Darling," he implored, "believe me, I never said you were a terrible cook. I merely pointed out that our garbage disposal had developed a bad case of indigestion."

Two very small boys were playing marbles together when a very, very pretty little girl walked by. One of the boys exclaimed fervently to his pal, "Brother, when I stop hating girls, she's the one I'm going to stop hating first!"

Too often a meeting is something that is held to decide when the next meeting should be held.

"Experience is not what happens to man but what he does with what happens."
—Aldous Huxley.

A guest was having dinner in a fancy restaurant that also had a reputation for the haughty arrogance of its waiters. After being served his first course, the guest called out to his waiter, "Come back here and taste this soup." The waiter replied icily, "you question the perfection of our excellent split-pea soup?" "Come back and TASTE IT," insisted the guest. "All right, all right," conceded the waiter. "I'll taste it—but where's the spoon?" "Exactly!" cried the guest.

Overheard at the Bar: "I gave my wife three dollars for mad money last month and all it did was make her furious."

**HOTEL NAME
PUZZLE GAME**

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

This month's puzzle selects the names of all WIH and WIH affiliated properties located in Asia (Japan, Hong Kong, Singapore and Thailand), Australia and Africa for you to uncover. The name of each of the hotel properties may be spelled forward or backward, up or down, or, in one instance, at an angle of ascending letters. Draw a circle around a name when you find it and record it below. CLUE: You should end up with a total of nine hotel names.

- | | |
|----------|----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | |

**The Legend of the
Christmas Tree**

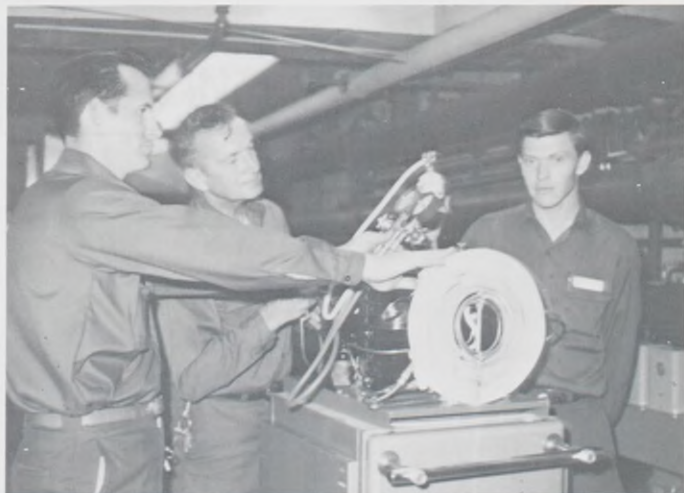


OF all the Holiday symbols, none is more familiar than the Christmas tree. Thousands of years before Christ's birth evergreens were revered as a symbol of long life and immortality. The ancient Germans believed that the trees of the forest were inhabited by god-like spirits. In order to appease these "spirits" the Germans took trees into their homes to show them that they were welcome at the Winter Solstice ceremonies.

Because of this association with paganism, many churches forbade the use of evergreens in connection with Christmas. But in the tenth century a beautiful legend began to spread through Europe saying that on the night Christ was born, all the trees in the world blossomed for one night and bore fruit. Although the story caught the imagination of the people, it did not become common practice to decorate Christian homes with evergreens until the sixteenth century. Martin Luther is usually credited with being the first to decorate the tree with burning candles.

The festooned tree became quite popular in Germany, but was unheard of in England until 1841 when Albert of Saxony, husband of Queen Victoria, set up a decorated tree in Windsor Castle. Soon the custom spread throughout the British Isles.

Today the tree is a symbol of Christmas almost everywhere in the Christian world.



ANTLERS PLAZA — It works! After completing a correspondence course on Refrigeration, these Antlers Plaza Engineering personnel ordered a kit and actually assembled this unit. Looking over the completed results with a pride in their accomplishment are Engineering staff members, from left: "Mac" Griffiths, Keith Axelson and Loyd McElroy.



ANCHORAGE WESTWARD — When Anchorage Westward Controller Rae Robertson transferred to the Hotel Benson last October after 11 years of service, she was feted by a rousing going-away party . . . Alaska style! Among her going-away gifts was a traditional Alaskan Gold Pan, suitably engraved, which was presented to her on behalf of the staff by General Manager, John Stevens.



OLYMPIC — To raise money for a staff family Christmas party the Employees Council of the Olympic Hotel (EOH) held a combined garage and bake sale. Donated clothing for the event was cleaned and put into "like new" order by the hotel's Valet Department. But the biggest sellers were the craft items, ranging from hand-knitted sweaters to hand-carved candles, that were created and donated by EOH's Craft Club. Above, Martha Blackie (left) Banquet Waitress and EOH Vice President helps Valet Press Operator, Anovale Suitohu, price clothing items for the sale.



HOUSTON OAKS — The Hotel's Sidewalk Cafe was one of the most popular attractions of the "Oktoberfest" celebration presented in late October by tenants of the adjoining Galleria shopping mall. The Cafe, located just outside the Hotel's Coffee Garden Restaurant and overlooking the mall's ice-skating rink, was set up for a buffet of German food and beer for the occasion. Preparing for dining arrivals above are Bibi Gruen, Waitress; Ernesto Guadjardo, Busboy; and Dixie Williamson, Waitress.



QUITO (enroute) — Peter Daetwiler, former Resident Manager of the Shangri-La in Singapore, has been named General Manager of the Colon Internacional in Quito, Ecuador, assuming this new position as of December 1. In preparation for his new assignment, Mr. and Mrs. Daetwiler spent a few weeks in Seattle in November taking a crash course in the Spanish language. Peter, a native of Switzerland, already speaks German, French, Italian, English and some Thai. (He had been the manager of a hotel in Bangkok before joining WIH with the opening of the Dusit Thani.) Above, the Daetwilers assist each other with their Spanish homework lessons in their Olympic Hotel suite.



SPACE NEEDLE—The Space Needle Restaurant has recently added a new dimension to their operations with the opening of a group meeting room off the lobby elevator entrance. Room capacity is for 130 seats theater-style although other arrangements can be made to suit individual client needs. The room is booked in meeting/meal combinations—that is, groups using the room would also book their related dining function in the Needle Restaurant. One of the first groups to make use of the Room facilities were Space Needle employees attending a staff meeting.

INN BASKET

HIGH STYLE SERVICE—The September issue of "G.Q." (Gentlemen's Quarterly), the high-style fashion journal for men, devoted a lengthy article on the "high style" of hotel living. Entitled, "Living in the Grand Manner," the author of the article reported on the six American hotel's that he considered tops in service excellence. Included in this select half-dozen was Western International's Hotel Benson. In his comments on the Benson the writer gives particular approval of Benson room service which he considers, "about the best of any chain hotel in the country," and also speaks glowingly about the hotel's "accommodating and personalized service." (Benson staffers—and Room Service people in particular—take a bow!)


OAKS ECHO — And another in-hotel employee publications heard from . . . this time from the Houston Oaks and its newsy and photo-filled employee paper, ECHO. Judging from the one issue we received (October), ECHO produces a faithful echo of what's happening at the Oaks in a friendly and readable style. Our congratulations and best wishes for a long publication life to ECHO's editorial staff . . . who ever you are! (We regretably noted that, at least in the October issue, no mention was made of ECHO's editor or its contributing staff.)

'TIS THE SEASON—to wish all of you the warmest of Holiday greetings! To each member of our WIH family, our hopes are for a very Merry Christmas and happy, healthy and prosperous New Year.

And some very special wishes to our correspondents. Our grateful thanks for all your past good help. We hope that this most pleasant relationship will continue throughout the coming year.

'Tis the season to be Jolly!
 Gabe Fonseca
 Editor, FRONT!

Don't Forget To Wear Your . . .



**NAME
BADGE**



WASHINGTON, D.C. REGIONAL SALES — Roger A. Smith, (left) Regional Sales Manager for the Washington, D. C. Regional Sales and Reservations Office, was recently installed as President of the Hotel Sales Management Association, Washington Chapter, for 1971-72. The HSMA installation meeting centered on a football theme and enjoying the festivities with Roger is Winthrop Grice, International President of HSMA; Leonard Oaks, General Manager of International HSMA; and John Metcalf, immediate Past President of the D. C. Chapter.

NEWS-PICTORIAL



BONAVENTURE—Leona Dureau, Personnel Manager for the Bonaventure, accepts a Certificate of Merit, on behalf of the hotel's employees, for their generous participation in Canada's Federation Appeal Fund Drive. Chairman of the 1971 Employee Canvas, E.H. Blackwell (left) made the Certificate Presentation.



WIH — The ladies of Housekeeping joined the gentlemen of the Front Office (along with a few Corporate officers and other guest attendees) for a group photo, and came out . . . smiling. The photo was taken at the dinner-reception that preceded the Front Office-Housekeeping Conference held at the Hotel Benson in mid-October (Story details on page 5).



AT THE BENSON — Piccadilly Bar staff members, Junior Samson and Ellen Court greeted the Season and lounge guests in Santa costume. At right is Sales Manager, Lon Kellstrom.



AT THE BONAVENTURE — The hotel's staff celebrates with a party for underprivileged children, and as a special treat, the kiddies have their pictures taken with Santa Claus, himself.



AT THE PALACE — Santa Claus and a giant teddy bear are the star attractions at the Christmas party for the hotel staff and their families.

'tis the season to be jolly

Throughout our Western world the sounds of Holiday festivities ring with joyous notes of jollity . . . in the children's gleeful shouts; in the merry exchange of Season's greeting; and, of course, in Santa's jolly "Ho! Ho! Ho!"

Some of these occasions for "jollity" highlighting Holiday festivities throughout our WIH properties are pictured here.



AT THE CAMINO REAL-MEXICO CITY — The Pinata comes tumbling down and children scramble for the "goodies" found inside at a Christmas party for hotel guests.



AT THE CONTINENTAL PLAZA — Cantina Waitresses Eva Lindsey and Shirley Kizskan get an early start in the Christmas decoration spirit this year. Above, the girls display the angel that will top a tinsel-wrapped potted plant.



AT THE BAYSHORE INN — The traditional decorated boar's head is paraded through the dining room during a holiday banquet.