

PALM SPRINGS, CALIFORNIA ☀ THE DEL CORONADO, SAN

front!

take a sunbreak here!

WESTERN INTERNATIONAL HOTELS

Nov. | Dec., 1964



THE CAREFREE INN, CAREFREE, ARIZONA ☀ THE CARAVAN INN, PHOENIX, ARIZONA ☀ THE CASAS,

PIEGO ☀ THE ALAMEDA, MEXICO CITY ☀ THE CALETA AND EL MIRADOR, ACAPULCO

THE ☀ RESERVE YOUR PLACE IN THE SUN INSTANTLY ☀ GO

THE PRESIDENT'S CORNER



The cover of this issue of FRONT! is a promotion of what we call our Sunbreak hotels. As the name implies, The Carefree Inn, Carefree, Arizona; The Caravan Inn, Phoenix; The Oasis, Palm Springs, California; The Del Coronado, San Diego; The Alameda, Ritz, Francis and Majestic, Mexico City, and The Caleta and El Mirador in Acapulco, Mexico, are primarily in the business of attracting the winter weary.

Fleeing ice, snow and cold wind, the traveler wants more than just sunshine. He's in a holiday mood and he wants to relax. That's why the kind of service that has made us famous is doubly important at a resort hotel.

The extra effort expended in making the visitor welcome pays off in real dividends. When he returns home, his report to friends, relatives and business associates is the finest advertising we can receive. And, of course, we want Mr. and Mrs. Vacationist to return and visit our other properties.

This is the last issue of FRONT! before the New Year. We'd like to wish the entire Western family a happy holiday season. May 1965 be a bountiful year for all of you.

EDWARD E. CARLSON
President
Western-International Hotels

front!

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

COVER

Poolside is the locale for a promotion of Western International Hotel's Sunbreak hotels in Arizona, California and Mexico.

HOTEL del CORONADO, by Ralph Van Noy Page 3

The general manager of this famous seaside resort describes the property and traces its history.



EQUAL TIME DEPARTMENT Page 6

Front! is just as impartial politically as the hotels it represents. The Republican presidential candidate and a Democratic governor make the news.



GOING WESTERN Page 7

The guys and dolls who make Western International Hotels great are featured in this department. And there are more photos in "The Western Camera Clicks" on Page 13.



front! CORRESPONDENTS

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

Alameda, *Alfredo LaMont, Jr.*—Anchorage-Westward, *Bill Mueller*—Bannock Hotel, *Pat Brown*—Baranof Hotel, *Kathleen Ryan*—Bayshore Hotel, *Ralph Biggar*—Benjamin Franklin Hotel, *Betty Bowen*, *Jack Gaines*—Benson Hotel, *Jean Rhine*—Boise Hotel, *David Spradling*—Calgary Inn, *Michael Lambert*—Caravan Inn, *Norman Conkle*—Cascadian, *Betty Kill*, *Juanita Richardson*—Century Plaza, *Louise Nemzer*—Continental Plaza, *Marian Belstra*—Cosmopolitan, *George Whitehead*—Davenport Hotel, *Gayle Jewell*—Del Coronado, *Glenn Hughes*—Finlen Hotel, *Arlene Holland*—Georgia Hotel, *Robert McCauley*—Guatemala-Biltmore, *Dianne Benford*—Imperial Inn, *Audrey Crawford*—Leopold Hotel & Motor Inn, *Charlotte Whitney*—Maurice Hotel, *John N. Grant*—Multnomah Hotel, *Hal Carey*—Northern Hotel, *John Wallin, Jr.*—Oasis Hotel, *Ruth Avery*—Owyhee Motor Inn, *Colleen Walter*—Rainbow Hotel, *Esther De Vault*—St. Francis Hotel, *Sherry Baker*—Savoy Plaza, *Patricia Horan*—Sir Francis Drake Hotel, *Shirley Platt*—Space Needle Restaurant, *Steve Stock*—Western International Hotels Executive Office, *Anne Swensson* ■ INDUSTRIAL DIVISION—Seattle, *Dave Hartstein*—North Dakota, *Bob Gordon*—Missouri, *Jim Funk*—North Dakota—Minnesota, *Virgil Miller*—Wyoming-Nebraska, *Ray Olson*

Hotel del Coronado



Last of the Elegant Seaside Chateaus

By RALPH VAN NOY, *General Manager*

Last October, when Western International Hotels added the Hotel del Coronado to its impressive list of quality resorts and inns from coast to coast and in four foreign countries, the famed Southern California resort was celebrating its diamond anniversary—75 history-making years of hosting travelers from all over the world.

Located across the Bay and at the north end of San Diego County's Silver Strand Park, the Hotel Del—as it is affectionately called—is a revered, rotunda-capped landmark, perhaps the last of the extravagantly conceived, chateau-sized seaside resort hotels in the world.

Three years ago one of the hotel's former owners began a multimillion dollar refurbishing and remodeling program which has been stepped up and aggressively continued by WIH management during the past twelve months.

Physically the hotel has always been unique to look at. Today it is also a romantic and exciting adventure and experience to be a guest here. New Life has been breathed into the formal rooms and grounds of this resplendent monarch of

western resort hotels. Through the combined efforts of our creative, imaginative and industrious employees, the Hotel Del's revitalization and rediscovery by a new generation of travelers and vacationers has been made possible.

Exquisite Victorian appointments and its towered and gabled architecture establish a setting for living and dining in the grand manner that is unequalled in America. And yet, for all the scope and majesty of this Victorian elegance, Hotel del Coronado features a full spectrum of modern resort hotel conveniences and recreation facilities.

The Hotel del Coronado Beach & Tennis Club is well-noted for the luxury of its poolside facilities. International tennis stars and generations of racquet-wielding celebrities and dignitaries have enjoyed the excellence of these championship courts. The club is also the site for national tournaments attracting California's seemingly endless crop of top-flight tennis players.

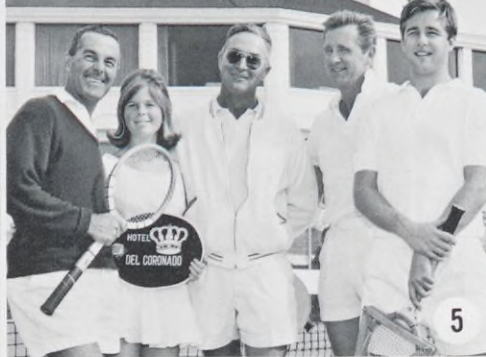
The Turquoise pool is huge (40' x 100') and brimming with heated, filtered, fresh salt-water from special wells beneath the ocean beach. Broad acres of palm-dotted white

Smilesville del Coronado! Left to right, the cheerful ones below are: Pat Arthur; Utility Crew Chief Fred Patino; Ben Herz, manager of the Health Spa; Victorian Lounge bartender, Alex Santander, a 30-year veteran, and Jaguar-driving Bessie Sample, the hotel's executive housekeeper.



RALPH VAN NOY





(1) Food and Beverage Manager Gordon Boeder (right) checks reservations with Bent Hallstein, manager of the Golden Peacock Room. (2) Left to right are Rachel Skinner, sales secretary; Pat Oliver, catering secretary; Nona Morris, sales and catering clerk. (3) The del Coronado's popular boat house. (4) Bartender Guillermo Cano and Waiter Ciro Gutierrez of the Luau Room. (5) Alex Gordon (center), the hotel's tennis pro, with former actor Johnny Downs; Downs' daughter Molly; Lloyd Bridges and his son, Beau. (6) Coffee Shop crew: Bob Vitacco, busboy; Florence Gibson, waitress; Joe Cruz, cook, and Lois Morgan, manager. (7) Sous Chef Tony Ruegg (left) and Executive Chef Everett Miller. (8) Special Activities Director Glenn Hughes and Junior Hostess Jo Brickley in the Children's Center. (9) Head Bellman Bud O'Brien and Head Doorman Elmer Reynolds. (10) Dora Bonnin of the hotel's print shop checks supplies with Purchasing Agent Ben Popelka.

sand beach stretch from the pool to the sparkling surf. Sailing regattas and the bright hulls of cruising and fishing pleasure craft often greet seaward gazes all day. Picturesque Hotel del Coronado Boathouse adjoins the Hotel grounds—situated on sheltered Glorietta Bay close by the Coronado Yacht Club.

Across Glorietta Bay, and also on Coronado Island, the 18-hole championship Coronado Golf Course combines a good test of the sport with opportunities to view the fascinating panorama of harbor activity . . . with San Diego's skyline as a backdrop.

One of the more recent additions to the facilities for sport and relaxation is the incomparable opulent Del Coronado Spa, with its modern equipment and techniques for hydrotherapy and other forms of physical conditioning and deep relaxation.

A myriad of other resort appeals may be enjoyed at Hotel del Coronado . . . not the least of which is superb international

cuisine. The majestic Crown Room . . . main dining room . . . is an architectural masterpiece that has remained structurally unchanged since the Hotel was completed in 1888. It is the rich expression of Hotel del Coronado's traditional grand manner and proud service to generations of guests.

In addition to the Crown Room, the 400-room luxury hotel offers five separate dining areas. The newly opened Golden Peacock Room specializes in flambe dishes and the epitome of elegance in both menu and service; the Luau Room features Cantonese dinners served in exotic surroundings; and the equally new French Sidewalk Cafe, an avant garde outdoor restaurant overlooking the tennis and beach activities, offers a bold and unusual menu.

The Hotel Del's fun spot is the Red Room, where there is dancing and entertainment six nights a week. In addition, special entertainment programs and balls are presented periodi-



(1) A beautiful jackknife into the Turquoise Pool. (2) The accounting office money-watchers: Rachel Schwartz, accounts payable; Sharon Hardy, general cashier; Walter Ketterling, controller. (3) Head Security Officer Arnold Setterlund gets facts from Head Cashier Elsie O'Brien. (4) Left to right are Bill Newman, director of Sales; George Boyd, assistant front office manager; Dean Taylor, senior front office assistant manager; Winter Salsig and John Hubbard, room clerks. (5) Maids Hyacinth Gayle, Helen Krumweide and Ophelia Marks. (6) Executive Assistant Manager Paul Matteucci chats with Head Gardner Joe Fields, who has charge of the hotel's nine acres of gardens. (7) Junior Hostess Pam Regan (left) with Mrs. Roz Harris, social director. (8) Judy Paquette and Jo Winton of the reservations office. (9) Coffee Shop Cashier Valerie Murdock. (10) More Money-watchers: Ann Griffith, accounts receivable; Larry Majercin, assistant controller; Margaret Gooding, daily reports.

cally in the spacious, air-conditioned Grand Ballroom, which forms the rotunda-like tower, often used to symbolize the Hotel. This elegant room is luxuriously appointed with festooned crystal chandeliers, brocaded draperies, rich carpeting and a glistening hardwood parquet floor.

When WIH first acquired the Hotel del Coronado, one of the first property tours discovered the labyrinth or maze of hallways, rooms and storage areas located below the ground level of the Hotel. Here was a hiding place for an unusual and elegant array of silver service that had been used during the first decade when the Hotel inaugurated the "grand manner" style for which it has become so famous. We have revived the use of these classic pieces to add still another dimension to the Hotel's majestic, but warm atmosphere.

Last year the Hotel del Coronado was officially named as a California historical site. Its history includes a visit by three

different U. S. Presidents, England's Prince of Wales, and Thomas Edison. The latter installed the electric generators making the Hotel del Coronado the first hotel ever to be electrically lighted. When the hotel first opened in 1888 it boasted that every room contained a wall safe and a fireplace. However, there were only seven bathrooms to service the 400 rooms. Today the rooms are without wall safes and fireplaces, but each has its own bathroom, many of them luxuriously spacious.

Coronado features ideal weather all year 'round, is only free-way minutes away from Old Mexico and a 10-minute ferry ride from San Diego and its world-famous Zoo and Balboa Park.

As you can see—we're all very proud of this *new*, 75-year-old Western International Hotels' acquisition. It's a little like possessing the crown jewels!



This Month's Vintage Photo

In 1904 Thomas Edison officiated at the lighting of this outdoor Christmas tree at the del Coronado, the first such tree to be electrically lighted in the entire world. This photo, incidentally, comes from the outstanding Historical Collection of the Title Insurance and Rust Company, San Diego.

If we get more old pictures, we'll make this a regular feature of FRONT.



(Top) The Kids' Corner Store is a popular feature of the del Coronado's Children's Center. Glenn Hughes, director of special activities, serves a pair of youthful customers. (Lower left) Easter Week is a festive feature at The Del; in the rabbit suit is Bob Swaim, son of Hobard Swaim, the hotel's photographer. (Lower right) M. Larry Lawrence, president of the HDC Corporation, owners of Hotel del Coronado, which in turn is managed by W.I.H.

Equal Time Department



Since we don't have a picture of LBJ at a Western International Hotel, we hope Democratic readers will accept a well-known stand-in for the President.

At the left, California's Governor Pat Brown, a Democrat, greets Ralph Van Noy, general manager of the Hotel del Coronado. The occasion was a recent convention at the famous seaside hostelry.

Meanwhile, at the right, presidential hopeful, Senator Barry Goldwater, visited Seattle and, of course, he stayed at The Olympic. Here the Republican standard-bearer shakes hands with Al Schilling, general manager of the hotel.

President Johnson also stopped at The Olympic recently to make a major address, but somehow the FRONT photographer was asleep at his shutter. That's why we had to call on Governor Brown to prevent any political controversy in our friendly little magazine.



GOING



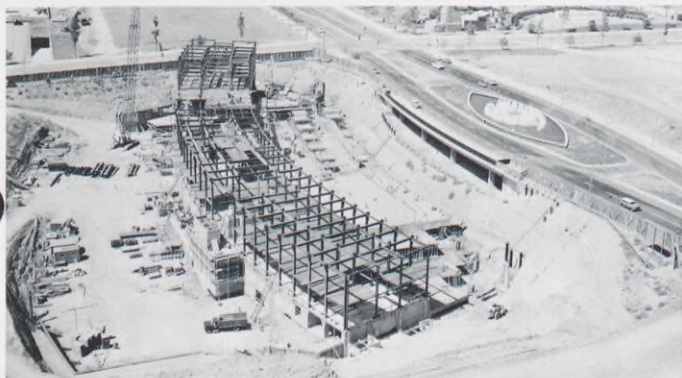
WESTERN

Alameda



This is why guests eat so well at The Alameda! The talented banquet and kitchen staff surrounds Genaro Casas (in business suit), the hotel's food and beverage manager. At his left and right respectively are Chef Jean Conte and Chef Enrico Arzuffi.

Century Plaza



We thought you'd like to see the progress on W.I.H.'s exciting new Century Plaza in West Los Angeles. The graceful curve of the structure is evident as builders get a good jump in the race for the Spring, 1966 deadline.

Edmond Meany

Paul Barrett and Helen Barrett (no relation) discuss the W.I.H. switch which sends her to The Oasis as food manager and installs him as her successor at The Edmond Meany. Helen has been The Meany's food manager for the past three years.



Benjamin Franklin

They'd Rather Fight...



Promotion-minded employees of The Ben borrow a gag from a popular commercial to indicate the lengths to which they'd go to keep guests happy. Who supposedly delivered the black eyes is a moot (and soot) point. Battlers (from upper left to lower right) are: Peggy Boltman, Gordon Stennes, Sharon Toney and Charlene Lamirand, Vicki Siegle, Brian Scott Tennant and Monica Moore of Trader Vic's.

At the annual picnic for the staffs of The Ben Franklin and Trader Vic's, three "Ben's Brewmasters" were unveiled. (1) Bill Hulett. (2) Bodo Lemke. (3) Jim Pope. (4) Manager Dan McClaskey presents the hotel's much-sought trophy for the largest fish caught in the Seattle Milk Fund Salmon Derby to Mrs. Pam Paccetti. (5) Vic Hagen, front office clerk, uses a snappy G.I. salute to announce his departure for two weeks of Army Reserve training in Boston. Helping him keep the chin up is Front Office Manager Bill Hulett.



Anchorage Westward



Meet some of the Anchorage Westward's efficient personnel! (1) Thelma Hauff, Coffee Shop cashier. (2) Assistant Manager Dave Jones. (3) Top of the World waitress, Pat Colts. (4) Bob Klein, manager of the Top of the World. (5) George Nicklaus. (6) Chuck Thomas, Chart Room manager. (7) Coffee Shop waitresses Eddy Wunderlich and Ruth Balleu. (8) Pantry experts Freda Basie and Vi Mueller.

Continental Plaza



(Top) The Continental Plaza hosted a gala dinner for the American Broadcasting Company recently. Just before the guests arrived, ABC representative Joseph F. Cory expressed his appreciation for the preparations to Chris Lucas, the hotel's catering manager. (Lower left) Chef Kurt Wuest slices a tempting morsel. With him are Banquet Captain Ralph Fuentes and Werner Sans. (Lower right) Ted Lialos serves for ABC.

Baranof

Like the other Western International Hotels' installations, The Baranof is proud of its employees. Here are a few of the key personnel with the Far North hotel: (1) Assistant Manager Bill Strand. (2) Housekeeper Stella Crouch. (3) Cook Roy Aceveda. (4) Cook Ponce Agahona. (5) Assistant Engineer Paul Mollan. (6) Busboy Manuel Aceveda.



Multnomah

(Below left) Mary Belle Leathers was named sales gal of the month for luring a major bowling banquet to the hotel. (Below top) Chuck Weaver's Weasels beat Sherm's Worms, captained by Shrem Stephens, in the annual men's softball game. (Below bottom) Dorothy Buckley's gals topped Anne Cascio's sluggers in the distaff half of the doubleheader.



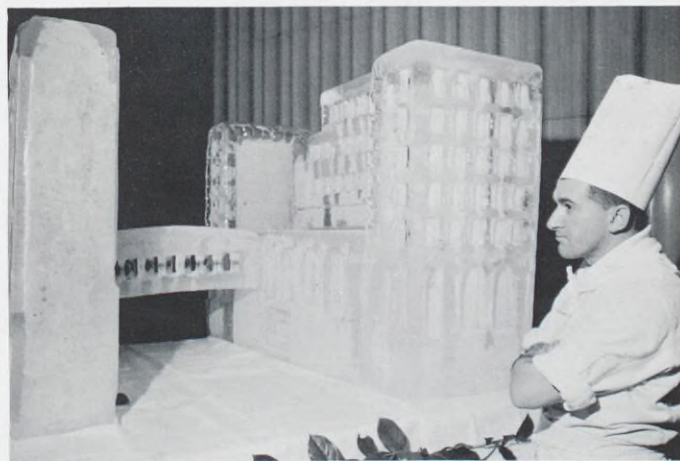


Georgia

(1) The kitchen's male contingent includes: (front row): Jean Wantz and Willie Preiz; (standing) Willie Richard, George Bebeck, Eddie Heuchert, Bill Dwernichuck, Emillo Buratto, John Janzen, Norm Cairns and Sous Chef Freddie Zimmerman. (2) Grill staffers are: (left to right) Ruby Olynyk, Roger Richards, Xavier Schurtenberger, Helen Baran, Barbara Gallingham and Rose Rogisch. (3) Sous Chef Zimmerman poses with the gals of the kitchen: Gertrude Alexander, Minie Thomber, Thesa Botic, Elizabeth Lohman, Pat Dwernichuck and Rose Hoefli. (4) Room service waiters, Horst Schultz (left) and Norris Oldham, pose with Gloria Mitchell, room service cashier, and Mary Nelson, Coffee Garden hostess. (5) This strange looking creature is Orville, the Oompik, which was rather appropriately presented to The Beatles during their bombastic visit to Vancouver, B. C. With Orville here are Marjorie Carlisle, front office cashier, and Tony Madeiros, Cavalier Lounge bartender. (6) Responsible for the success of the Cavalier Lounge are Hank Bukauskas, waiter; Manager Klaus Brautigam; Tony Madeiros, bartender; John George, waiter; Alberto Alvarez, bar porter, and Jay Mahony, bartender.

Olympic

(Below left) Bill Hawkins, manager of The Golden Lion, presents a rose to Hostess Sherry Parrent to note her recent recognition as The Olympic's Employee of the Month. (Below right) A continually busy pair are Banquet Captain Michel Foisnet and Catering Secretary Beverley Hartnett. (Top right) Walter Roth with a striking ice sculpture of The Olympic's \$4-million garage and airport terminal. (Bottom right) Attendants at the new garage include Jack Toomey, Al Abrahamson, Albert McMahon and Ralph Kadderly.



The Busy, Busy W.I.H. Guest Book



(1) Comedian Jerry Lester chats with Doorman Mark Gilbert at The Ben Franklin. (2) Williamette Belle Youpee, Miss Indian America, was an honored guest at The Cosmopolitan. (A Rocky Mountain News photo.) (3) Two beauties and a beast stopped at The del Coronado recently. Adela Santo Domingo and Linda Mandelstan, airlines stewardesses, were promoting South American travel with a cooperative ocelot. (4) Jackson Winters, an internationally famous cameraman, stayed at The Hotel Caleta while filming a travelogue in Mexico. (5) W. B. Palm and family were surprise winners of "Tourist of the Week" honors in Spokane. The Minneapolis visitors received free lodging at The Davenport from General Manager Warren R. Anderson. (6) Roman Zapata, general manager of The Hotel Ritz, visits with Miss Colleen Blankenship, queen of Tucson's Spring Festival. (7) Two pretty guests pose with The Hotel Mirador's famous helm. (8) Bell Captain George Head of The Georgia greets Leinaala Teruya, Miss Hawaii of 1965 (dark sweater) and Mrs. Patti Newman, who was Miss Oregon of 1962. Assistant Manager John Egan seconds the welcome. (9) Efreim Zimbalist, Jr., poses with Jackie Gwyne at The del Coronado. (10) Another visitor at The Del was Jerry Lewis, shown here with Glenn Hughes. (11) This Rocky Mountain News photo features Chris Leventis (right) of The Cosmopolitan; the biggest Colorado potato the hotel could find; and Mike Waters, president of the Colorado Potato Growers Exchange. (12) Mr. and Mrs. Lawrence Evick enjoyed a week's vacation at The Del. Mrs. Evick won the holiday as Employee of the Year at The Caravan Inn.

Sir Francis Drake 🍷



Gals at the Sir Francis Drake jumped the gun when they planned a party for Charles Durell's engagement—only to find out he didn't pop the question. So they held the party anyhow! Winnie Wong and Laretta Chipley (left) enjoyed Chuck's cake (center) as did Leonie Eigenmann (right).

St. Francis 🍷



(Left) Harry Wong, for 18 years floor porter at The St. Francis, is justifiably proud of the new citizenship papers he is holding. (Right) Anthony Pels, assistant catering manager of The St. Francis, accepts a symbolic bottle of wine in honor of his election as president of the Bay Area chapter of The Society of Bacchus. Retiring President Henry de Rooze of The Sheraton Palace makes the presentation.

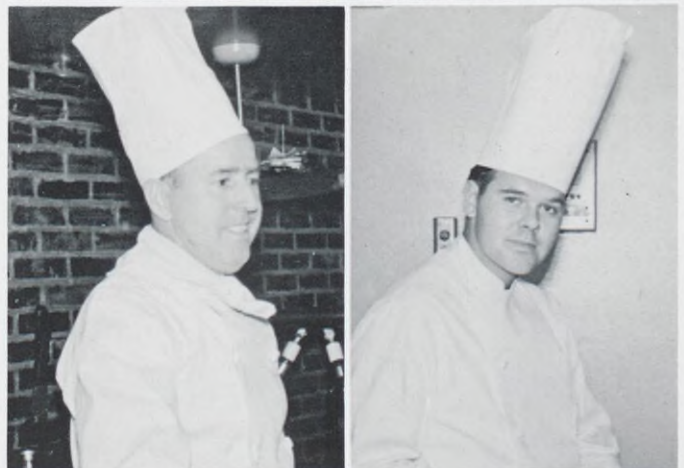
Cascadian 🍷

The Cascadian has a new T.G.I.F. Club with regular Friday sessions scheduled in the hotel's Apple Box Room. The "weekend newcomers" recently unveiled their official club plaque which features a wolfish-looking dog sipping from a never-dry martini glass. Presiding at the ceremony (above) were Juanita Richardson, catering manager; Mary Morse, club secretary, and Betty Kill, secretary to Hotel Manager James Funk.



Three Pairs To Draw To

That old and somewhat ungrammatical poker expression provides an appropriate introduction to the following FRONT feature: three interesting duos in the W. I. H. spotlight.



(Top) Two of youngest, most energetic managers on the W.I.H. roster are Enrique Lozano of The Hotel Majestic (left) and Francisco Zinser of Tampico's Camino Real (right). (Center) The Space Needle boasts a pair of pretty look-alikes, twins Dorothy and Diane Dufour. (Bottom) Two of W.I.H.'s northern-most food specialists are Chef Wil Martin of The Baranof (left) and Sous Chef Larry Yale of The Anchorage-Westward.



Caravan Inn

Norm Conkle writes to say that the Caravan Special finished out of the money in the Phoenix Soap Box Derby—but that “everybody had a lot of fun.” The driver was Steven Gorman. Norm identifies the attractive blonde only as “Miss Western.”

Imperial



(Left) Head Bartender Les Szabo mixes a tall cool one. (Center) Genial Sheila Ewing answers lots of interesting questions at The Imperial's information desk. (Right) Ken Evans is a room clerk and assistant night auditor.

Davenport



The Davenport has announced two new staff members. (Left) Gary M. Long has joined the hotel as sales representative. He had previously been a wholesale salesman for a lumber and manufacturing firm. (Right) The Davenport's new controller is Walt Titus. He was formerly in W.I.H.'s main accounting department and with The Edmond Meany.

WHAT'S IN A NAME?

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

Calgary Inn



(1) Doorman George Behan in his gaudy coachman's outfit. (2) Grill Hostess Maria Utt. (3) Norbert Gruss carves in the Owl's Nest Lounge. (4) Reservations Supervisor Lona Wong. (5) Grill Hostess Rita Baines. (6) Catering Secretary Ingrid Franke. (7) Grill Manager George Piotto. (8) Bellmen John Yee and Harold Wong with Desk Clerk Don Davis. (9) Hostess Beverly Groberman brightens meal-time for Willi Reichelt, Owl's Nest manager, and George Piotto, who manages the Grill. (10) Tony Nemeth and Cyril Marshall model new uniforms. (11) Breakfast Cook Arnold Rutzer in action.



The Western Camera Clicks



(1) Dining in The Alameda's El Caminchin are Isidoro de Orta, manager of The Hotel Francis; Kenney E. Mallory, general manager of W.I.H. de Mexico; Roberto Sanchez, accountant for The Francis. (2) A belated photo from the 1964 Culinary Art Show at The Olympic. (3) Harry Wong hits a long one at The Ben Franklin picnic. (4) The other half of the aforementioned El Caminchin luncheon: Roman Zapata, manager of The Ritz; Enrique Lozano, manager of The Majestic; Alfredo La Mont, Jr., public relations director of W.I.H.M. (5) Eunice Johnson and Suzanne Furbush of The Anchorage-Westward enjoying a vacation in Hawaii. (6) Robert Adam, manager of The Finlen's Gun Room. (7) New director of sales for Western International Hotels de Mexico is Manuel Lopez Perez. (8) Carlos Menesses, The del Coronado's master of omelettes. (9) Richard Rojek of The Continental Plaza. (10) Dan McClaskey of The Ben Franklin has a good eye for business. (11) Kim Brooks is The Cosmopolitan's new sales representative. (12) Reservations Manager Doug Nicol started as a bellman when The Imperial Inn opened three years ago. (13) Betty Donovan, one of six switchboard operators at The del Coronado. (14) Jorge Cervantes, general controller of W.I.H. de Mexico. (15) Bill Hulett relaxes at The Ben Franklin. (16) Carlos Lopez Curiel, manager of the Los Tres Rios Motel in Culiacan, Sinaioa. (17) Bill Ellis, general manager of The Anchorage-Westward. (18) Top of the Town waitresses Barbara Newton and Pat Parisi at The Anchorage-Westward. (19) Ditto Gail Gerard and Jan Tipton. (20) Arturo Lobo and little Teresta at The Ben Franklin picnic. (21) Kathy Sims, Grayline representative, and Charlene Lamirand enjoying the same outing.

DURING NOVEMBER...

We're inviting all guests to leave their chilly, winter-darkened homesites and TAKE A SUNBREAK in the finest resort hotels under the sun. Read about them in GUEST and FRONT . . . then be on the lookout for weary, wintry pale-faces . . . and "sell a Sunbreak" wherever you have a chance. (P. S. If you're fortunate enough to be employed in one of these sun-drenched places, put on your happiest face, your sunniest smile and be prepared for the brightest, busiest, winter season of all!)



DURING DECEMBER...

As a summary of Western International Hotels' 1964 "Tonight" promotional program, we are featuring 8 properties that were advertised nationally throughout the year. The ninth hotel is The Century Plaza, scheduled to open in 1966, in Los Angeles—a preview of exciting things already on the horizon for Western International Hotels.



The St. Francis, San Francisco



The Continental Plaza, Chicago



The Olympic, Seattle



The Century Plaza, Los Angeles (open 1966)

