



PUBLISHED MONTHLY FOR THE EMPLOYEES OF WESTERN INTERNATIONAL HOTELS

JUNE 1972

Two Receive Bruce Pierce Scholarship Awards



BEVERLY SWIMM, center, Beef Room Waitress, is presented with her Bruce Pierce scholarship check from Lee Jenks, General Manager of the Washington Plaza. At right is Beef Room Manager Loretta Soderlund.



MONIQUE TRUDEL, second from left, receives her Award check from Bonaventure General Manager Fern Roberge. Sharing the happy occasion are Monique's mother, Rose Trudel (right), and Hotel's Director of Personnel Leona Dureau (left).

TWO deserving young ladies—one the daughter of a Bonaventure Hotel employee, the other an employee at the Washington Plaza—were the winning applicants of this year's Bruce Pierce Scholarship Awards.

The Montreal winner, **Monique Trudel** is the daughter of **Rose Trudel**, Front Desk Attendant at the Bonaventure. Monique plans to apply her \$500 scholarship funds in furthering her nursing education at the University of Montreal this fall.

Winner **Beverly Ann Swimm** is presently employed part time as a waitress with the Washington Plaza's Beef Room while attending full time classes at Everett Junior College where she is majoring in Hotel Administration.

The scholastic records for both of the girls are outstanding. A check on Monique's school standing rated her as "Exceptionally bright" with the added comment that her chances of success in her chosen field are "very good".

BEVERLY ANN has attained a perfect 4.00 record since she commenced her college career in pre-hotel administration.

Monique's desire to go into nursing is a pursuit of a long time career ambition.

Her particular goal is to go to Africa and apply herself in the improvement of health conditions in such areas where her talents are needed. (Monique's persistence in the pursuit of her goals is suggested by the fact that her's was a second attempt at the scholarship Award. She admits to being a great believer in the maxim, "if at first you don't succeed, try again.")

Monique's mother, Rose Trudel, has been employed at the Bonaventure since May, 1967. She is widowed and is currently trying to put her two teenaged daughters through school.

MONIQUE lists playing the guitar and knitting as her hobbies, and as for physical activity, she is presently taking extra-curricular lessons in choreography and . . . judo!

The seed that budded into Beverly Ann's developing career was planted while she was still in the fifth grade. It was then that she began helping out in the school cafeteria and found the work and public contact an enjoyable experience. ("It seems as if fate led me into restaurant work," she comments.) From that time and through her senior year in high

school, she continued with her school cafeteria activities. Further, while in high school and now of working age, she worked part time and through her summer vacations at local restaurants both in the pantry and as a waitress.

A short stint followed as an airlines reservations agent after she left school. She then decided to develop her initial interest in the hotel-restaurant field and enrolled at the University of Alaska where she majored in hotel administration while holding down her part-time position at the Washington Plaza. (She looks upon her award win as another "step of fate" in the direction of her career goals.)

TWO Bruce Pierce Scholarship Awards are presented annually to WIH employees or their children who make application and are eligible to attend an accredited college. Applicants must attain a 2.5 grade point or higher on a scale of 4.00 to qualify.

Among other considerations, judging is based on financial consideration. The Bruce Pierce Memorial Scholarship program was created in memory of Mr. Bruce Pierce, a former Vice President of Western International Hotels.

front!

A monthly publication for the
employees of

Western International Hotels

Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121

Gabe Fonseca.....Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

At the Bayshore Inn these promotions: **Jack Swoboda** from assistant F&B director to F&B Director; **Mark Ward** to F&B Analyst from desk clerk; **Jack Tillar** from F&B analyst to Executive Steward . . . at the Cosmopolitan **Wolfgang Dix** is named Manager of the Grille & Coffee Shop from cost controller . . .

Transfers

Former director of F&B at the Bayshore Inn, **Peter Egner**, is named Director of F&B for the Crown Center Hotel . . . rejoining WIH at the Bayshore Inn as Assistant Director of F&B is **Vic Cameron** of the Queen Elizabeth Hotel in Montreal and previously with the Bonaventure . . . **James Huber** transfers in the same position as Executive Steward from the Washington Plaza to the St. Francis . . . named Denver Sales Representative for the Antlers Plaza is former Cosmopolitan sales manager **Tom Litherland** . . . **Chuck Marcus** is Catering Manager at the Cosmopolitan from the same position at the Northern . . . appointed to Regional Sales Manager for the Detroit Regional Office is **John Steinbach**, formerly sales manager at the Olympic . . . **Kenneth Evans**, former senior assistant manager of the Georgia is named Project Administrator for Western Service and Supply . . . **Don Holmes**, formerly controller for the Dusit Thani is named Controller at the Crown Center . . . former Denver sales manager for the Antlers Plaza, **Larry Saward**, is named Sales Manager at the Crown Center . . . **Stefan Zanker**, former executive sous chef at the Calgary Inn has been named Executive Chef of the Winnipeg Inn . . . named Executive Chef of the Calgary Inn is **Fred Zimmerman**, formerly executive chef of the Winnipeg Inn . . . **Barbara Hunter**, former assistant purchasing agent

(Continued on Page 5)



Executive Offices Report:

The rapid changes taking place in our society have an effect on the lodging industry just as, in varying degrees, they have had on industry in general.

In the hotel business this has resulted in some significant shifts in established markets and in the methods of conducting our business. Largely contributing are social changes; changes in personal tastes, demands and habits; and changes brought about by the industry itself.

Your management recognizes that these changes and others can have a profound effect on the future direction of your company, and that we must be alerted to and prepared to meet these challenges of change.

Recently, the Senior Management Committee took a very positive step in that direction with the establishment of an executive research committee "Task Force."

The Task Force, as chaired by **William Keithan**, Senior Vice President for Design and Construction, is comprised of four corporate officers each particularly knowledgeable in various areas of operation and operation planning.

The group has been assigned to conduct an on-going, in-depth research into the direction we should take in our approach to future properties as well as in making appropriate changes in existing hotels. They will be aided in their efforts by outside consultants, the research experts of United Air Lines, and the management staffs of our many hotels.

We believe that the input of the Task Force's continuing efforts will be invaluable in helping us meet the exciting challenges of these changing times and in maintaining Western International's leadership role in the industry.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

Correspondents

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

Anchorage-Westward, Jack Gibbs; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Joe Guilbault; Century Plaza, Charlene Chabin and Jean Klappert; Crown Center, Marge Irminger; Continental Plaza, Audri Adams; Cosmopolitan, Donna Chadwick; Dusit Thani, Kanchana C. Morales; Georgia, Rick Russell; Houston Oaks, Nancy Wendler; The Miramar, Edward Y. Hsu; Miyako S.F., Kristina Templeman; Olympic, Fran Vitulli; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, Rita de Rubio; WIH de Mexico, Carolina Mijares; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.

Research 'Task Force' Established For WIH

A PROPOSAL originating from the WIH Senior Management Committee has resulted in the recent establishment of an executive research "Task Force."

Its purpose . . . to conduct continuing, in-depth research towards determining the direction our company should take in both the design and operation of future properties and in making appropriate changes in existing hotel properties.

BILL KEITHAN, Senior Vice President for Design and Construction, has been named to chair the "Task Force" committee whose members include WIH Vice Presidents, **Bruce McKibbin**, **Joe Callihan**, **Joe Mogush** and **Ken Mallory**. The Committee will assist in the design, audit and evaluation of the activities involved in a study of this magnitude.

Keithan stated that "the study should have far-reaching influences on our company," and added, "from time to time management staff of the various hotel properties will be asked to assist in the research information gathering efforts."

Also asked to assist in the Committee's research project is **Don McCutcheon** of the management and marketing consultant firm of **Lund, McCutcheon, Jacobson, Inc.** Additionally, **United Air Lines** has offered the help of its research facilities including that of its firm of research consultants.

'It's The Tops'

St. Francis Penthouse Opens

ON May 16, the Hotel St. Francis unveiled the first section of its dazzling rooftop complex.

That date marked the opening of **The Penthouse**, an elegant cocktail lounge located on the tower's 32nd floor. The Room, with a seating capacity for 225 persons, is open seven days a week with nightly dancing from 8 p.m.

Headlining the opening weeks was the featured engagement of "Super Showman," **Orrin Tucker** and his orchestra.

Luncheon at The Penthouse is served daily from 11:00 to 3:00 p.m.

Space Needle Celebrates a 'Birthday Binge'



INTEREST in the Space Needle's anniversary celebration ran high among the disc jockeys of Seattle radio stations who were invited to submit their original recipes for a "Lamplighter" drink. Winner was **Dick Cross** (right) of station **KVI** who won a \$25. gift certificate presented by Space Needle General Manager **Kerry Hilaire**.

AFTER it was over, General Manager **Kerry Hilaire** and his Space Needle crew must have felt like they had been on an extended binge!

In a way they had.

It was a "birthday binge" celebrating the 10th anniversary of the Space Needle and that of the Seattle World's Fair of which the Needle was the symbol.

It was a grand affair and a rousing success which one restaurant "old-timer" evaluated as "... the largest and greatest promotional campaign done on the Needle since its opening in 1962!"

It lasted for ten fun-filled days climaxed by a fireworks spectacular each night.

Ten-foot high gas-lit "birthday

candles" atop the Needle cast a festive glow on the Seattle Skyline. (The candles were originally lit during the first day's ceremonies by an authentic Lamplighter brought in from London, England for the occasion.)

BUT most of the party fun was inside the Needle Restaurant itself. Throughout the ten days, crowds of diners in a celebrating mood packed the restaurant during luncheon and dinner service.

Results of a highly effective publicity campaign (largely put together by **Don Loth** and **Gordon Thorne** of the corporate advertising agency, **Cole & Weber**) jammed switchboards with reservations seeking guests. To accommodate the response, extra seating and extended hours of operation were arranged.

A special attractively-priced birthday dinner menu had been developed that included a "Space Needle Birthday cake" created in the shape of the Needle.

A "Lamplighter Drink," originated especially for the occasion, (see photo caption details) and presented in a torch glass container with a light built into its base, was featured. And miniature replicas of the Space Needle were given away as souvenirs.

WHEN the party was over, the somewhat exhausted but thoroughly pleased **Hilaire** commented, "It was a lot of fun for all of us . . . credit goes to everyone on the staff for all their hard work and for doing such a terrific job! The public relations benefit we gained because of them and from the entire promotion was way beyond our expectations!"

Glass enclosed view elevators on the hotel's exterior service the Room, and the Room itself provides for some spectacular panoramic viewing.

Next to open—and this has been tentatively scheduled for the first of June—is the accompanying rooftop specialty restaurant, **Victor's**.

With this opening, the hotel's "crowning achievement" promises to be the most exciting rooftop dining and entertainment complex in the city of San Francisco, according to WIH Vice President and St. Francis General Manager **Bill Quinn**.

'Education', 'Stimulation', 'Participation' Keynotes Marketing Conference

START with a conference concept that the key to furthering sales professionalism is through education.

Put together such a personally meaningful agenda as to capture continuing audience attention and excite idea stimulation.

Then encourage the involvement of each individual in attendance in the program's participation.

Guided by this basic education-stimulation-participation formula, the 1972 Marketing Conference resulted in the most outstandingly successful meeting ever for this group.

The Conference, which was held at the Hotel St. Francis in early April, was also the largest ever with some 80 representatives from throughout Western International's world in attendance including a number of hotel Managers and corporate officers.

AT THE Annual Manager's Meeting in January, a focus on sales received a top priority as a corporate goal for 1972. The Marketing Conference focused on sales professionalism guidelines toward the pursuit of this goal.

These "guidelines" were revealed in the form of pertinent presentations by individual speakers and panel groups as well as through an interchange of ideas among the attendees. To insure greater individual participation, the attendee audience were divided into smaller, more manageable discussion groups. A number of the program presentations were then repeated for the benefit of each group.

Presentations ranged from a "crash course" on the selection, hiring and training of potential sales people by WIH General Sales Manager **Bill Newman** to WIH Director of Personnel **Gordon Schneider's** enlightening discussion on the advancement potential for present sales staff members.

A new staff addition to the Marketing Division offices, National Tour and Travel Sales Manager **Jim Weiss** spoke on developing tour and travel sales for WIH. And a new WIH market of significant development potential, South Africa, was reviewed by speaker **Leo van Osch**. Van Osch is the Director of Sales for Western International's Carlton Hotel now under construction in Johannesburg, South Africa.

WITH WIH sales people becoming increasingly involved in the area of advertising, a panel discussion was devoted to this timely topic. As moderated by Vice President-Marketing **Bruce McKibbin**, the authoritative panelist included then WIH Director of Advertising **Willis Camp**; **Peter Hemp**, Vice President of the corporate advertising agency, Cole & Weber; and Director of Sales for the Mayflower Hotel, **Larry Stephan**.

In an officers' Panel moderated by **Bill Newman**, corporate officers **Harry Mullikin**, **Bob Lindquist** and **Bruce McKibbin** entertained questions on a variety of subjects posed by the attendees.

Interjected into the largely in-company program were "education broadening" presentations from marketing related outside experts.

FROM the San Francisco Convention and Visitors Bureau, speaker **Bob Sullivan** pointed up the inter-related goals of a city and its hotels in selling a common travel destination.

On a regional level, a representative of the Western United State's leading consumer publication, **SUNSET Magazine**, presented a profile of the Western travel market which currently leads the Nation in travel business activity.

And selling the North American market on foreign destinations was the featured discussion of a selected industry panel. Members of this panel included representatives of Japan Airlines, the British Tourist Authority, Central American tourist organizations and Western Airlines.

A more academic view of marketing and sales procedures was offered by guest speaker Professor **Henry Kuhlman** of Seattle University. Kuhlman's remarks not only provided a "refresher" course on these subjects but offered some refreshing ideas of practical sales application.

The Conference education emphasis extended, on one delightful occasion, to a group exposure of a foreign "life style" experience. The Miyako Hotel hosted the attendees to a Japanese style dinner authentic to tatami mat seating and menu detail.

A CONFERENCE highlight was the presentation of the annual "Door Knocker" Awards. Winners of this year's Awards by subject category were: The

Century Plaza for the BEST SALES TRAINING PROGRAM Award with the Continental Plaza winning an Honorable Mention. The BEST SALES PROMOTION CAMPAIGN went to the Olympic Hotel with Honorable Mentions for both the Washington Plaza and the Calgary Inn. For the BEST NEW BUSINESS PROGRAM DIRECTED TO CORPORATE ACCOUNTS the winner was the Continental Plaza, with an Honorable Mention to the Bayshore Inn. And the San Francisco Regional Offices was the single winner in the SPECIAL REGIONAL SALES OFFICE AWARD category.

All "Door Knocker" Award entries, as submitted by the various hotel Sales Departments and Regional Sales Offices, were on "Marketing Fair" display throughout the Conference. Entries were judged by an outside panel that included Professor **Kuhlman**, **Peter Hemp**, and WIH Consultant **Don McCutcheon**. Award presentations were made at the occasion of the Chairman's Breakfast.

Bill Newman and **Bruce Mumford**, Assistant to the General Sales Manager, were responsible for the development of the Conference program with assistance on local arrangements by **George Marquez**, San Francisco Regional Sales Manager and **George Caldwell**, Director of Sales for the Hotel St. Francis.

U.S. Employees Asked to Check Tax Withholding

NOTICES have been sent out to employees of all United States properties and offices suggesting they check the amount of income tax being deducted from their paychecks.

The U.S. Internal Revenue Service reports a miscalculation in the 1972 Income Tax withholding tables resulting, in some instances, of over deductions.

If employees find this to be true in their case, they are permitted to file for an additional exemption to reduce the amount withheld. (This is normally an illegal procedure, but is permitted this year in order to help rectify the miscalculation.)

Any over withholdings employees have had so far this year will, of course, be refunded when filing 1972 tax returns next year.

BILL ELLIS, WIH Assistant Treasurer and Controller, suggests that employees who have questions regarding their withholdings should contact their accounting offices for clarification.

Loren Pratt Named Director of Purchasing



RECENTLY named to the position of Director of Purchasing is **Loren Pratt** who joined the Western Service and Supply Company as of April 17. The appointment followed the resignation of former Director of Purchasing, Leigh MacArthur.

For the past thirteen years Pratt has been associated with United Air Lines. The last three of these were with the Chicago corporate offices where he carried the title of Purchasing Manager for Advertising and Promotion.

Previous to this, Loren held various purchasing and stores management positions within United's operation in the San Francisco Bay area. Pratt attended schools in the San Francisco area where he obtained his degree in Business Administration.

In announcing the appointment, W.S.&S. Company President **Leif Wikan** stated that Pratt is scheduled to visit all U. S. hotel properties before the end of the year. Says Loren, "I took toward meeting with the purchasing people in the various hotels and to offer my services in support of their activities in any way I can. When convenient and appropriate, I also hope to visit with various of our suppliers en route", he added

OOOPS . . . MISSED ONE!

A report appearing in the April issue on the WIH hotels receiving 4 and 5-star rating in the MOBIL TRAVEL GUIDE, failed to include the **Camino Real Juarez** on the list. This excellent and very deserving WIH de Mexico property was awarded 4-stars by the GUIDE with the rating of "outstanding—worth a special trip." Saludes to Camino Real General Manager **Ernesto Barberi** and his great staff for this fine recognition!

COMINGS AND GOINGS

(Continued from Page 2)

at the Space Needle is now Assistant to Director of Purchasing at Seattle Central Purchasing . . . appointed to Regional Director of Sales for the Chicago Regional Office is **Willis Camp**, formerly director of Advertising for WIH . . . **Bruce Tilford**, former room clerk of the Georgia joins the Bayshore Inn Front Office staff . . . **Lon Woitte** moves from assistant steward at the Space Needle to the same position at the Washington Plaza . . .

New

New at the Cosmopolitan are **Paddy Grace** as Cost Analyst and **Spike Tippetts** as Garage Manager.

HOUSTON OAKS TOO!

THE May issue of Front! carried a reproduction of the employee Room Plan benefits poster as prepared by the WIH Personnel Offices for hotel display.

Due to an unfortunate oversight, the name of the Houston Oaks Hotel was missing from the listing of hotels offering these Complimentary Room Plan and Fifty Percent Room Plan privileges.

Either employee plan is, of course, accepted by the Houston Oaks.

PUZZLE CORNER ANSWER

1. Baggage 2. Elevator 3. Lights 4. Lobby 5. Men 6. Answer 7. Nice. This person is a **BELLMAN**.

MEET YOUR UAL CREDIT UNION REPRESENTATIVE



EVERY Tuesday of each week, UALCU Representative **Lois Anderson** hops an air flight to Anchorage, Alaska from her offices in Seattle. And on the following afternoon, she is on board a return flight back to her Seattle home.

These hours spent in Anchorage are busy ones for Lois in handling the Credit Union transactions for Anchorage-Westward employee members.

Olympic 'Strikes' At Bowling Banquet

BOWLERS from the three Seattle properties (Olympic, Washington Plaza and the Space Needle) plus the corporate offices and Western Service and Supply, climaxed their season on May 5th with a champagne-punch awards banquet.

It was the Olympic Hotel players that came off with most of the prizes.

First Place Team award went to the "Alley Cats," with Olympic Bellman, **Leo Heinz** and his wife Marilyn, and **Mike Heinz**, Olympic garageman with friend, **Darlene Shamp** making up the winning team foursome.

High Series for men went to **Al Fryman**, Olympic Garage Manager with his 606 score for three games.

Others from the Olympic winning prizes included **Vi Price**, Laundry Manager, for "Most Improved Bowler" (Women's) and Garageman **Melino Robino** awarded a similar trophy in the men's category. (See News Pictorial page picture.)

Donna Norman, WIH Personnel Secretary, received a "triplicate patch" for bowling three 129 games in a row while carrying a 129 average!

Last Place trophies went to the "Astros" a Space Needle team comprised of Personnel Manager **Sandy Rogers** and her husband, Frank, with **Al Harvey** Chief Engineer and General Cashier **Shirley Ross**. But the Astros were not entirely discouraged since they also came up with the team high game of the year of 716.

Lois was born in Bellingham, Washington and graduated from Washington State College with a bachelors degree in Home Economics. She joined United Air Lines in 1954 as a ticket sales agent in Seattle. She remained with United, working through all phases of ticket sales until her appointment as Credit Union Representative in 1962. In 1970 her responsibilities were enlarged to that of Area Credit Union Representative, and earlier this year, that area was extended to include the Anchorage-Westward.

Lois's office hours at the Anchorage-Westward are from 6:30 p.m. to 8:30 p.m. every Tuesday and from 9:00 a.m. to 12:15 p.m. on Wednesdays.

FRONT! INTERNATIONAL

(Right) **JUAREZ**—Ernesto Barberi, (right) General Manager of the Camino Real Juarez, greets New Mexico Governor Bruce King with a welcoming handshake. Governor King, along with a number of New Mexico citizens, attended a banquet at the hotel sponsored by the "New Mexico Amigos" group.



(Below) **HONG KONG**—The Miramar's world-famed classical Chinese dancers have "hit the road" again. This time they are off to the Scandinavian countries and northern Europe to participate in a Hong Kong Tourist Association promotional entertainment billed as the "Hong Kong Light Show." The Dancers from left are Ng Siu Hung and Yuen Siu Fung accompanied by Miramar Assistant Manager and chaperone Angela Low.



ACAPULCO—The occasion was the opening of the Hotel Caleta's new sea-water swimming pool. The ceremony was a simple but festive one with several political personalities taking part including the Mayor of Acapulco (center) who participated in the triple ribbon cutting formalities.



Shangri-La Celebrates

IN mid April, the Shangri-La celebrated its' first anniversary with a wildly wonderful staff party. The occasion, as reported by the Singapore newspaper, NEW NATION, and submitted by Bill Ellis Vice President and General Manager of the Shangri-La, is reprinted in part below.

"THEY threw all caution and inhibitions to the wind, and simply let themselves unwind to the fullest, enjoying all the goodies laid on by the Shangri-La management.

Uniforms notwithstanding, there were no holds barred as waitresses, janitors, cooks, bell-hops and security guards mingled freely with senior management.

When Tony Castillo and his Boys struck up their music, many willing hands rolled back the carpets, and spontaneously, hands were grabbed on to the dance floor, which really ended up a very funny scene. Chef caps bobbed up and down, chambermaids' aprons went flying and hostesses bared quite a bit of leg.

All of this done on orange, coffee or tea and pastries.

The Shangri-La was celebrating its first anniversary of operations and it was an occasion for the staff and management to really get together. They had to do it in two shifts, but that didn't impair any of the fun they had.

THE PARTY was for 600 pioneer workers who've been with the hotel since inception, and all were presented with certificates. Group photographs followed, then a quick dash back to work. Cramming all the excitement into a quick two-hour party probably had a lot to do with the fantastic pace it went.

But not for anyone a bit of birthday cake! It was there alright, standing almost 8 ft. tall with seven tiers and 300 lbs. of everything fattening and gooey. Just too good to cut, so workers have to content themselves with staring at it as they go about their jobs. It's for show in the lobby."

(Left) **GUATEMALA**—Members of its WIH de Guatemala management team were introduced to the local Travel Industry at a recent reception held at the Camino Real. These members included this group pictured above from left: Edward H. Carrette, Jr., President and General Manager; Roberto Galindo, Executive Manager; Thomas N. Evart, F&B Manager; Ing. Enrique Murillo, Financial Manager; Ing. Luis Barreda, Board of Director member; and Heli Cabeiro, Director of Marketing.



FRONT FAMILY FEATURES

COPIED and CONTRIBUTED

CONTRIBUTED—(and copied) by Russ Nickel, Western Sales Service & Supply Division Vice President, this poem by poet-humorist Ogden Hash:

Mrs. Purvis Dreads Room Service

or

Mr. Purvis Dreads It Too

Some say the fastest living creature is the Cheetah,

Others nominate a duenna getting between a Senor and a Senorita,

Which goes to show that their knowledge of natural history is clear as a bell, But they've never had their clothes off in a hotel.

Some hold out for the speed with which a Wagnerian quits an opera by Puccini, Others for the speed with which an empty stomach is hit by a dry Martini.

These are speeds on whose superior speediness they persistently dwell, Which simply proves that they've never had their clothes off in a hotel.

If you want to spite your face you can cut your nose off,

And if you want to spite people who think that cheetahs and duennas and dry Martinis are speedy, you can go to a hotel and take your clothes off,

Because some people can run the hundred in ten seconds and others would only need nine to circle the earth at the equator,

And they are the ones who knock on your triple-locked door just as you're ready for the bath and before you can say wait a minute! They stalk in and if you're a man they're the maid and if you're a woman they're the waiter.

So I say hats off to our hotel Managers, I hope they all get mistaken for Japanese beetles by scarlet tanagers,

Because there are two dubious thrills they guarantee every guest, and one is a fleet-footed staff that laughs at locksmiths, because the other is a triple-lock that will open only from the outside and only if the inmate is completely undressed.

CONTRIBUTED—by Pam Kirstein, Public Relations Director for the Carlton Hotel . . . a poem written by R.G. Johnston, former employee of the Bayshore Inn and

now a South African resident. The poem was originally submitted to Chris Marker, Executive Assistant Manager of the Carlton in appreciation of an invitation to the hotel prior to its opening. (Although no longer associated with WIH, Johnson apparently has a strong feeling of belonging to our Western family.)

The Carlton

From the heart of San Francisco,
Cross the deep blue sea so wide,
In United Air Lines you will go,
To a WESTERN hotel with pride!

None can compare with the bill o'fare,
Nor the gracious service too.
You'll realize how we really care,
WESTERN ways are just for you.

All round the world we enjoy great fame,
No matter where you stay,
Hospitality is our first name,
Each hour in every day.

But now there is the finest, well
East of Western world.
The name? Why, the CARLTON HOTEL!
WESTERNS' flag again unfurls.

Yes the CARLTON HOTEL in Jo'burg,
Will thrill you in every way.
Whether you stay a month or more,
Or just a single day.

The CARLTON HOTEL! Don't forget the name.

A brand of sheer luxury, the leader in fame.

No service too small, no welcome to great.
Four our guests are all special, and treated first rate!

Sleep well, in comfort, enjoy our cuisine.
You'll never forget, to remember you've been,

To the CARLTON HOTEL in Johannesburg town!

Throughout the wide world, WESTERN is surely renowned!

NOTE

FRONT! needs your help for this COPIED and CONTRIBUTED column.

Got any words of wit and/or wisdom, short poem or items of fact or fancy; or something inspiring you've clipped and saved from some other source?

Then how about sharing it with the rest of our WIH family through this column.

Send to:

FRONT! Editor

Western International Hotels

2000-5th Avenue Building

Seattle, Washington 98121

Include your name, hotel and job position if you want credit for your contribution.

No contributed material will be returned and FRONT! reserves the right of publication judgment.

FRONT! FUNNIES

A youngster told his mother that prizes had been distributed in his class. "Did you get one?" his mother asked. "No" the boy replied, "but I did get a horrible mention".

Overheard at the Front Desk! "Things were so badly for me today that even my smile button broke down and cried!"

Back-of-the-Bar Philosophy: A man begins cutting his wisdom teeth the first time he bites off more than he can chew.

YOUNG PEOPLE'S PUZZLE CORNER

A hotel is made up of all kinds of people doing special things for our hotel guests.

Each one of these people has a job name that tells what kind of work he does.

Fill in the missing words in the puzzle below. If you've filled in the right words, the first letter of each of the seven words will spell out who the person is. When you have finished the

puzzle, check your answer on page 5.

1. He carries your _____
2. He takes you upstairs in the _____
3. He turns on your room _____
4. You first meet him in the hotel _____
5. Most people who do this work are _____
6. He can _____ all your questions about your room.
7. They are usually very _____ people.

ADVERTISING

ADVERTISING MEDIA SELECTION... The How, Why and Where Western International Hotels is Best Spending its Advertising Dollar

PROMOTION

The selection of where to place our advertising message and who we should direct that message to is as vital to its effectiveness as deciding what our message should say!

Working within established budget limitations, a concern of both the corporate program and that of each hotel is in getting the most mileage out of each advertising dollar spent.

But more than this is the careful planning and study that must go into the selection of the appropriate advertising media that will best reach a desired audience.

Most of Western International's corporate advertising is directed toward two potential audiences. Broadly speaking, they are the direct consumer audience such as the individual traveler, and the trade audience such as travel agents, corporate meeting planners and association executives who "influence" their customers or members on the use of our hotel facilities.

The direct consumer group, because it is such a vast audience and of such diverse interests, is the most difficult to communicate with. To use a "scattershot" approach with ad placement in the various media sources available (magazines, newspapers, television, radio, billboards, etc.) in an attempt to reach this audience would spread our limited advertising budget so thinly that its effectiveness would be lost.

The more effective alternative has been to select a segment of this market as the target for our advertising message concentration.

PHILOSOPHY BEHIND CAMPAIGN

This is the philosophy behind our current **WALL STREET JOURNAL** campaign. The appeal here is to corporate executives who are among the most frequent users of our hotel facilities. Results of studies conducted by our corporate advertising agency, Cole & Weber, showed the **JOURNAL** to be "an important

medium for reaching that market we want to attract because of its wide circulation and readership popularity with this executive group."

The advertising campaign which appears in the national edition as well as the four regional editions of the publication, consists of frequently placed small space (2 column x 6 inches) ads plus the once a month insertions of larger (4 column x 18 inches) advertisements. All of the ads are similar in appearance and all carry a briefly stated "hard sell" message. Each small ad features one of 15 WIH hotels by destination within the United States or Canada. Ads include a sketch of the property, lists some of its key features, and tells how to make a reservation.

All of the 15 properties are featured in the larger ads with sketches of each. A central theme, headlining each of the advertisements, promotes the concept of "traditionalism"... Western International Hotels tradition for reliability, dependability, quality, service and cordiality.

This same corporate campaign is also appearing in Canada's **FINANCIAL POST**, the Canadian equivalent of the **WALL STREET JOURNAL**.

IN-FLIGHT ADS

Since most of our WIH guests arrive at their hotel destinations by plane, the use of an airlines in-flight magazine as an advertising medium is a most logical one. For the past ten years, WIH has placed full color ads in the most widely circulated of these publications, United Air Lines **MAINLINER** magazine.

Now our close affiliation with United has made our **MAINLINER** ad schedule an even more appropriate choice. Western International's color page ad in the May issue of **MAINLINER** more than suggests the WIH-United relationship to the reader with its eye-catching headline that reads, "Fly now. Stay later." The copy goes on to say, "One good thing leads to

another. If you like the airline, you'll love these hotels:" followed by a full listing of all WIH properties and where to call for reservations. Underneath the WIH signature is the now standard tagline, "Partners in travel with United Air Lines."

Corporate consumer ads, both in full color and in black and white, are also placed in **SIGNATURE** magazine, the Diners Club publication with over a million circulation.

PROMOTION OF MONTH

Supporting our consumer publication advertising efforts is Western International's Promotion-Of-The-Month (P. O. M.) program. This program, which has been used effectively for the last ten years, is designed to further acquaint present customers of each hotel with our other hotel properties. A P.O.M. package of promotional materials featuring a particular property (or properties) or service is provided each month for various hotels and sales offices. Contained in these packages are full-color counter cards for display at the Front Desk, the Cashier's stand, the Reservations Offices, etc. and a supply of elevator cards. Also included are envelope stuffers for insertion in all billing and reservations mailings being sent out during that month from the hotel.

TRADE ADVERTISING

Because our trade advertising is directed to a specific common interest audience it is easier to identify. But even here, choosing the right medium to do the best job is a matter of careful appraisal and selection.

The intent of our trade advertising message is basically to influence the "influencers"—the people who can help provide us with group business such as tours and conventions, as well as individual travelers.

Our advertising in the nationally distributed **SALES MEETINGS** magazine

targets in on the association executive and meeting planner type of influencer. These ads offer a special interest appeal in that they provide a convenient "directory" listing of meeting and banquet facilities plus other need-to-know information on all of our WIH properties.

TRAVEL WEEKLY, the most important travel trade publication in the United States and widely read by travel agents, tour operators and others is another advertising medium WIH is using to reach the travel influencers throughout the industry. A similar campaign also appears in the CANADIAN TRAVEL COURIER, a leading travel publication that is distributed throughout Canada.

DIRECTORIES

The various industry directories are another major area of travel ad placement. HOTEL & TRAVEL INDEX, which is considered the "bible" of the travel business, is one such directory in which WIH is heavily represented. Prominently displayed individual hotel ads are positioned according to the directory's geographical listing. The INDEX is widely used by travel agencies in particular as a hotel recommendation reference for their customers.

WIH advertising and hotel listings also appear in the Hotel & Motel RED BOOK; the OFFICIAL HOTEL & RESORT GUIDE, Quick Reference Edition.

Barbara Sand, Advertising Department Administrative Assistant, is largely responsible for handling all of the myriad of details involved in the directory placement program. As the Advertising Department's directory expert, Barbara is also responsible for the supervision and mechanics involved in all of our corporate telephone directory Yellow Page listings.

Servicing requests from hotel properties for recommendations on media to use for their individual requirements is another important Advertising Department activity.

Many WIH properties use the services of the corporate Advertising agency Cole & Weber . . . others work through local agencies. But in every case, corporate advertising guidelines are provided by the WIH Advertising Department. The Department's interest, among other things, is to assure a unifying "family" identification in all WIH advertising.

(Continued on Page 10)

Fly now. Stay later.

One good thing leads to another.
If you like the airline,
you'll love these hotels:

UNITED STATES		JAPAN	
Anchorage	Anchorage-Westward	Kyoto Miyako
Caroline, Az.	(Affil.) Caroline Inn	Tokyo Grand Palace, Takawawa Prince, Tokyo Prince
Chicago Continental Plaza		
Colorado Springs Antlers Plaza	MEXICO	
Denver Cosmopolitan	Acapulco Acapulco Mallby
Honolulu Waikiki Beachcomber	 Calea, El Mirador
Houston Houston Oaks	Cabo San Lucas Camino Real
Kansas City, Mo. Crown Center	Chapala Camino Real
Los Angeles Century Plaza	Culiacan Camino Real Tres Rios
Portland, Or. Hotel Benson	Guadalajara Camino Real
San Francisco Hotel St. Francis, Miyako	Juarez Camino Real
Seattle Olympic, Washington Plaza, Space Needle Restaurant	Mazatlan Camino Real
Washington, D.C. Mayflower	Mexico City Alameda, Camino Real, De Cortes, Francia, Majestic, Ritz, Senator Nightclub
AUSTRALIA		Morelia Virrey de Mendoza
Sydney (Affiliated) Wentworth	Oaxaca Victoria
CANADA		Patzcuaro Posada de Don Vasco
Calgary Calgary Inn	Puerto Vallarta Camino Real
Montreal Bonaventure	Seville Camino Real
Vancouver Bayshore Inn, Georgia	Tempe Camino Real
Winnipeg Winnipeg Inn	Tapachula Camino Real
ECUADOR			
Quito Colon Internacional	SINGAPORE Shangri-La
EL SALVADOR			
San Salvador Camino Real (Summer 1972)	SOUTH AFRICA	
GUATEMALA		Johannesburg Carlton (Late 1972)
Antigua Antigua		
Guatemala City Camino Real	THAILAND	
HONG KONG		Bangkok Dusit Thani
Kowloon Miramar		

For instant Hoteletron reservations, call Western International Hotels, see your travel agent or call 800-238-5000.

(Above) FLY NOW. STAY LATER, headlines the full-page corporate ad appearing in United Airlines in flight publication MAINLINER. The simply stated, eye-catching message directs readers where and how to make reservations in any of Western International's hotel properties.

In Anchorage, a great hotel tradition.



Chart Room restaurant. Top of the World lounge. Ideal location in the air crossroads of the world. New this year, a 236-guest room tower addition.

For instant Hoteletron reservations from Los Angeles, call 879-0830; San Francisco, 986-7676; Seattle, 682-6161; or your local Western International Hotels reservations office. From other cities dial 800-238-5000. Or see your travel agent.

Anchorage-Westward Hotel



WESTERN INTERNATIONAL HOTELS
Partners in travel with United Air Lines

(Right) A GREAT HOTEL TRADITION. One of the smaller ads appearing in the WALL STREET JOURNAL and Canada's FINANCIAL POST and directed towards a corporate executive audience. Larger ads, promoting a number of WIH hotels, are also inserted into each publication on a monthly schedule.

NEW PROPERTIES

The Department is usually responsible for the development of pre-opening advertising and promotion programs for new properties coming on line. This might be compared to a manufacturer wanting to introduce a brand new product.

First, a strong identity for this new "product" must be established. Then, the merchandising tools to promote this product and its identity to the public must be developed.

Merchandising tools may include everything from matchbook cover design to rack folders, direct mail programs and all types of consumer and trade advertising. Even before the new construction begins, the Advertising Department along with the creative staff of the Cole & Weber agency and the property's Manager and Project Director will have begun formulating the preliminary merchandising plans for the new hotel "product." Once the hotel is opened, a local advertising agency may be brought in to continue servicing the new advertising and promotional needs.

The Advertising Department, in conjunction with Cole & Weber, also supervises the joint Canadian advertising program. This includes full color, full page ads in **TIME-Canada** and **FINANCIAL POST** magazine which serves to promote our Canadian properties within that country. Each ad features a particular property although all of the other Canadian hotels are pictured and listed.

The Department is also largely responsible for handling all of the advertising for WIH de Mexico in the U.S. and Canada as well as joint promotional activities for our Australia and Orient properties.

BUT whether the Advertising Department's services are applied on a corporate regional or local level, seeing to it that we get the most from each advertising dollar spent is a major Department consideration. Working in conjunction with the Sales and Public Relations Departments their primary goal is to support the direct sales efforts of our Company, and like our Sales staff, the success of their efforts depends on the who, what, why and when of getting our sales message through.



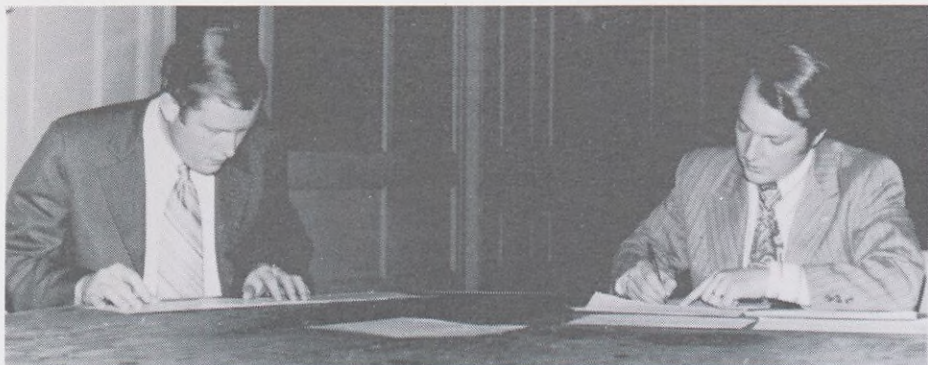
BONAVENTURE — Baked beans, beer . . . and maple syrup! In the Spring when the sap starts running, Canadians throughout the Province of Quebec hold "sugaring off" parties. These events are usually held at a lodge during which a huge dinner of baked beans, ham and eggs are served smothered in maple syrup and all washed down with beer. Pictured above are part of the Bonaventure gang enjoying this year's sugaring off party festivities.



ANTLERS PLAZA — Thurston-Dupar Winner. At the hotel's Award Banquet on April 19, Building Superintendent Keith Axelson was announced as winner of the hotel's Thurston-Dupar Award. Presenting Keith with his Award certificate and a \$100 check is WIH Vice President Joe Mogush (right). An approving smile is offered by Antler Plaza General Manager Jack Gaines (left).



BAYSHORE INN — Ready for summer. With the busy summer season just ahead, the Bayshore Inn puts its new swimming pool into shape. Life Guardette Susan Livingston offers more distraction than assistance to pool scrubbers Steve Young and Jim Chow, hotel Housemen.



WIH — Here come the judges. Tallying the results of how their fellow judges voted on the Golden Chalice "Original Drink Recipe" contest are Peter Blyth, Resident Manager of the Olympic (left) and Kerry Hilaire, General Manager of the Space Needle Restaurant. Winner of this year's recipe was Ronald Miller, Barman at the Winnipeg Inn, for his "Candy Cane Cocktail" drink. Presentation of the Award was made during luncheon ceremonies at the F&B Conference held at the Olympic in late May.



CROWN CENTER — Sneak preview. With the opening date of the Crown Center less than a year away, the pace of activity is accelerating at the Kansas City offices. Previewing sketches of the function rooms are new staff members (seated) Don Holmes, Controller and Eve Fisher, Director of Personnel, and (standing L to R) Bette Pischel, Sales Secretary; Vicki Myers, Sales Secretary; Elaine Branjam, Executive Secretary; and Shirley Branch, Sales Secretary.

NEWS-PICTORIAL



WASHINGTON PLAZA — Ready to serve. Newly elected officers of the hotel's Employee Council for the 1972-73 season are from left: Bonnie Anderson (Room Clerk), Secretary-Treasurer; June Ford (Payroll) President; and Ardella Palm (Parlor Maid), Vice President.



WS&S — Rose with a Rose. When Western Service and Supply Company's Procurement Coordinator Rose Shaffer placed her 1000th order for the St. Francis project, by coincidence it happened to be . . . a rose. Several of them as a matter of fact. All hand made and gold leafed, selected by Senior Designer Herb Bentley as a decor item for the hotel's specialty dining room, Victors.



WIH — Winner's Winning Smiles. Harry Mullikin (WIH Executive Vice President) and his wife, Judi, proudly display their First Place trophy won during the Northwest Columbia Fleet Sailing Championships.



MIYAKO — Pair of Queens. Nearly 100,000 guests attended this year's Cherry Blossom Festival held annually in San Francisco's Japanese Center. Much of the activity centered at the Miyako Hotel including the "Cherry Blossom Queen" crowning ceremonies. At the Miyako's Imperial Ballroom, last year's Queen Nancy Matsumoto (right) places the crown on this year's winner, Sharon Hagiya.



SEATTLE PROPERTIES — The Seattle area WIH Bowling League climaxed their most recent season with an Awards Banquet in early May. Among the deserving trophy winners were the Olympic's Laundry Manager Vi Price (left) and Garageman Melino Robino in the "Most Improved Bowler" categories.

PEOPLE Make The Difference

KARL ZEIHNER — Director of Room Services
Century Plaza



PRESIDENT Nixon greets him as an old friend.

Marshall Tito of Yugoslavia extended him a personal invitation to visit his palace in Belgrade.

And Rose Kennedy, after a recent visit to the hotel, wrote him a gracious note of thanks in appreciation for his thoughtful attentions.

The "him" referred to is Karl Zeiher, Director of Room Services for the Century Plaza Hotel.

In its brief six-year history, "the world's most beautiful hotel," has hosted an almost you-name-it listing of world-renowned personalities including an impressive roster of international heads of state. It has been Karl's privilege, since he joined the hotel's staff in 1967, to have served a great many of these guests.

KARL'S services are particularly in demand in cases of visiting heads of state and top political individuals where strict security precautions are required. For one reason, he is the only Room Service staff member selected for the necessary security clearance. A more important reason was a recognition of Karl's par excellence service professionalism. It is a professionalism developed and refined over several years in the industry following a well-rounded educational and training background at the Frankfurt hotel school in Germany.

While Karl takes pride in his security clearance status, he admits that this singular responsibility can also present some problems.

TITO INCIDENT

HE RECALLS, for instance, an incident that occurred during the hotel visit of Marshall Tito and his wife. The couple had ordered a select dinner for two to be sent up to their suite. Just before the meal was to be served, he was informed that seven other people had been invited to join the Tito's for dinner!

This meant that some special items on the menu had to be hastily duplicated in the hotel's kitchens and dining arrangement for the seven extra guests had to be set up.

Since Karl was the only staff member allowed room entry clearance, all the

work and responsibility for the revised dining arrangements were up to him.

"With so little time and doing everything myself I sure could have used four extra hands or two helpers," said Karl. "Fortunately, except for some minor delays, it all worked out. But what really bothered me is that I didn't feel I gave them my best service and when I served them breakfast the next morning I had the opportunity to apologize for my 'lousy' dinner service."

The Tito's proved very understanding and, charmed by Karl's conscientiousness and pleasant manner, struck up a friendly conversation (conducted entirely in German) that lasted for well over an hour. It ended with a personal invitation from Marshall Tito for the Belgrade palace visit.

PRIOR to joining the Century Plaza staff, Karl worked as a Maitre'de with the Los Angeles Country Club. It was there that he first came in contact with Richard Nixon who dined on occasion at the Club's restaurant. Later, when Karl joined the Century Plaza staff as Banquet Manager, he was responsible for the arrangements for a number of parties held at the hotel prior to Nixon's nomination to the Presidency.

PHOTO WITH NIXON

On one occasion, during this presidential campaign, candidate Nixon posed for a photo with Karl. Karl sent the photo with a description of the day's events to his home town, Offenbach (a suburb of Frankfurt) Germany. Subsequently the photo was reproduced in the local papers. Intrigued by the newspaper story, the Mayor of Offenbach, sent Karl two gift sets of leather coasters, bearing the crest of the city of Offenbach . . . one set was for Karl and the other to be forwarded on to Mr. Nixon as a token of their esteem.

Now, as Director of Room Services, Karl has continued to serve the President upon his return visits to the Century Plaza. Over the years, these encounters have developed into a mutually warm and friendly relationship.



PRESIDENT Nixon poses with Karl Zeiher in his Century Plaza suite.

KARL takes a great pride in the photo, not only because of its personal significance but also of its rarity as a memento. Of all the notables he has served . . . and the long list includes Princess Alexandria of England, Prince Leopold of Belgium, Prime Minister Sato of Japan, and the President of Italy to mention a few — the Nixon photo remains as the lone photographic record.

"I've never asked a hotel guest, no matter how famous he may be, for as much as an autograph," says Karl. "I believe each guest is entitled to the same personal privacy as he would receive in his own home. My sole responsibility is to give every guest the finest and most unobtrusive service I can," he states.

RESPECT FOR GUEST PRIVACY

This same "respect for privacy" philosophy has applied in Karl's contacts with the many glittering personalities of the television and motion picture industry who often frequent the Century Plaza. (All three major television networks have held their conventions at the hotel during which their top entertainment stars have been hotel guests.)

As "glamorous" as Karl's job might appear, its performance demands a tremendous amount of plain hard work, long hours and responsibility . . . he has over 40 staff members under his charge.

POSSESSED, however, with great amounts of energy and enthusiasm, Karl approaches each day as fresh and exciting experience. His is a sincere enjoyment of people . . . whether it is a guest of the hotel, from whatever walk of life, or a fellow department member or other hotel employee.