



August, 1968

WIH Banner To Fly Under Texas Skies

In mid-July Western announced its first entry into Texas territory — a 21-story luxury hotel for the dynamic and fast-growing city of Houston.

The hotel, to be known as the Galleria Plaza, will be a part of the exciting Galleria Post Oak project, a business and commerce development now under construction in Southwest Houston.

In a joint announcement in Houston, WIH President Edward E. Carlson stated that the Galleria Plaza Hotel will be a combined venture by Western and Gerald D. Hines, builder and developer of the Galleria project. The hotel will be operated and managed exclusively by Western International Hotels.

1970 COMPLETION

Construction of the 21-story Galleria Plaza is expected to begin by the end of 1968 with a completion date scheduled for late summer, 1970.

The hotel will have approximately 430 guest rooms, a large ballroom capable of accommodating up to 750 people, a gourmet restaurant, 24-hour coffee shop, a heated outdoor swimming pool and a rooftop luxury restaurant club. There will be undercover parking available and high speed elevators for guest use.

Hotel plans indicate other outstanding features including the largest guest rooms in the city — each approximately 15 feet by 30 feet. A coffee shop on the third level will overlook the unique ice skating rink of the Galleria complex mall and completely landscaped roof gardens for the en-

joyment of guests. Other special facilities for guests will include tennis courts, squash courts, and a completely equipped health club.

EXCITING SITE

Hotel Galleria Plaza is the fourth phase of the unique Galleria Post Oak complex to be announced. Other parts of the project include the 225,000 square foot Neiman-Marcus store, scheduled to open in October of this year, the 22-story Post Oak Tower Office Building, to be completed in December, and the three-level Galleria shopping mall, which includes the ice skating rink, four speciality restaurants, several movie theaters, boutiques and speciality shops. All of these businesses will be in an air-conditioned mall connected to the hotel.

"Hotel Galleria Plaza will continue in our tradition of fine, luxury hotels in the exciting cities around the world," Carlson stated.

Howard To Manage Makaha



James E. Durham, Vice-President and Managing Director of Western International Hotels — Hawaii, announced the appointment of James W. Howard as Manager of Makaha Inn & Country Club, effective immediately.

Howard is a native of Seattle, Washington, attended the University of Washington Hotel Management School, and has been a member of Western International Hotels since 1959. He has served in executive capacities at the Olympic in Seattle, and the Benson Hotel in Portland, Oregon. Howard's most recent assignment was

[Continued on page 3]

Doseger, Zander Enter Olympics Competition

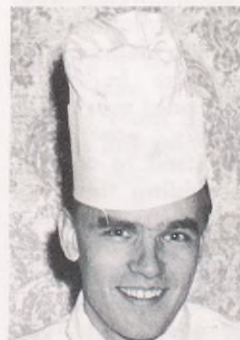
An Olympic gold medal for . . . cooking?

Of course, and silver and bronze medals too! These are the awards that will be presented during the international "Culinary Olympics," being held a half a world away from the Mexico City Olympiad, in Frankfurt, Germany this October.

This somewhat lesser known and more specialized competition has been held every four years since 1900 and this year there will be twenty countries, including, for the first time, a Russian delegation.



CHEF DOESEGER



CHEF ZANDER

The big news for WIH, however, is that two of Western's Chefs have been invited to participate . . . Rudolph Doseger of the Bonaventure Hotel and Klaus Zander of the Washington Plaza. Both men will be vying for the top honors with their representative teams. But, most impressive is that of this very select group, limited to 11 participants from the United States and 10 from Canada, two of these are Western International Hotel people!

Chef Doseger will serve as team captain for the Canadian team. He is the Executive Chef for the Bonaventure Hotel and has enjoyed an international career that began in his native Switzerland, where he worked in the Grand Hotel in St. Moritz.

Chef Zander, recently appointed Executive Chef of the Washington Plaza now under construction in Seattle, will be part of the United

[Continued on page 3]

COMING NEXT MONTH

Part II of the "How Your Company Operates" series featuring the International Division will be continued in the September issue of FRONT! Watch for it.

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.

President's Corner



In the recently released Western International Hotels Annual Report, this comment appears in the editorial content:

"The opportunities available for all of us professionally and financially as career hotel men have never been more exciting."

While in this particular case the reference was to management level people, in substance it is equally applicable to almost all WIH family members.

Today the accommodations industry is responding to the tremendous impact of the "transportation revolution" and a long range demand for quality accommodations in major national and international markets is increasing. Accordingly, your company has committed itself to a planned program of providing this type of accommodation to help meet this demand both at home and throughout the world. Present properties too, will continue to be maintained at these high quality standards. This may include anything from property renovations to the expansion of accommodation facilities to better serve the growing needs of the community.

All of this expected growth and new development will provide fresh opportunities for individual achievement. Surely, for the qualified hotel career man the opportunities ahead with Western "have never been more exciting."

Edward E. Carlson
President
Western International Hotels

MEET YOUR CORRESPONDENTS

(Editor's Note: When we requested biographical data from our new correspondent at the Benjamin Franklin, Allan Wilde, we received the following which we felt we could not possibly edit and have printed verbatim.)

ALLAN WILDE — Benjamin Franklin



"I was born in England in 1923, 1930 or 1936, depending on how gullible you are. That makes me around 39 years old; of course, I don't count too good!

"I was educated at Wylde Green College and the University of Nottingham, where like my two alumni, Robin Hood and Little John, I fell foul with the Sheriff of Nottingham.

"I served in the RAF during the 'big one' and was deported to the colonies in 1950.

"After four years in Canada, I was again deported to Miami, where I had my first taste of hotel work at the Fontainebleau Hotel, in Miami Beach.

"I came to work for Western International Hotels, at the Benjamin Franklin Hotel, in 1966. I am now the Sr. Sales Manager.

"I have a set of golf clubs, a pair of skis, a sail boat, and a fishing rod. All of which I would like more time to use.

"I am married and have an 8 year old son (well, we all have our problems, don't we).

"I am handsome, good looking, debonair and suave. Of course, my picture, which doesn't do me justice, will verify all these things. I only wish I could have had a more modern picture in my new Nehru suit, which makes me a regular Beau Brummel.

"I could go on for a long time on my favorite subject, me, but modesty prevents . . ."

AMANDA CASTILLO — WIH de Venezuela



Correspondent for the eleven WIH Hotels in Venezuela is lovely and charming Miss Amanda Castillo.

Amanda was born in Santo Domingo in the Dominican Republic where she spent most of her early years. She studied English in New York City, and returned home for study courses in Public Relations. Within her brief career she has worked as an airline stewardess and as a public relations assistant with a large engineering firm.

In March of this year, Amanda joined the WIH de Venezuela Reservations Department at the Avila Hotel in Caracas. Her favorite sports are tennis and swimming and she is an avid and diligent reader.

JEAN PERRAM — Anchorage/Westward

New FRONT! Correspondent for the Anchorage/Westward is Catering Secretary Jean Perram.

Jean has been in the Food and Beverage "game" for several years starting off during WW II as a waitress. She joined Western for the first time when Seattle's Roosevelt Hotel was a part of WIH, as the hotel's Catering Manager. After leaving the Roosevelt, she went to Hawaii for two years and became Assistant Manager of the Makahiki Dining Room at the Hawaiian Village.

By way of sharp contrast, when Jean rejoined WIH in 1965 she traded Hawaii for Alaska. Jean is an avid "Alaskan Booster" and is especially enthusiastic about the Anchorage/Westward where she would "rather be than any place in the world!"

Correspondents

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

Alameda Michel Sauve; Anchorage-Westward, Jean Perram; Antlers Plaza, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Allen Wilde; Benson, Ruth Turner; Bonaventure, Joanne Pugh; Baranof, Judy Hall; Calgary Inn, Bent With; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Ilena Calderon; Caravan Inn, Bonnie Mautz; Carefree Inn, Julian Reveles; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Conahuto-Western, Jose Luis Saavedra; Cosmopolitan, Carol Perry; Georgia, Jack Scott; Guatemala-Biltmore Jorge Senn; Metropolitan Airport Hotel, Jack Dallas; The Ilikai, Roberta Watson; Imperial Inn, Ian Jamieson; Leopold Analee, Brethour; The Miramar, Robert Yue; Myako, S. K. Kawana; Northern, Con Carter; Oasis, Carolyn Razzar; Olympic, Fran Vitulli; Owyhee, Patsy Rice; Palace Y. Koya; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Beverly Frickle and Karla Ostlund; WIH New York Sales Offices, Lona Wong; HCA Executive Office, Martha Raho.

Western News Notes

COMINGS AND GOINGS

Jane Barrows has been appointed Personnel Director of WIH-Hawaii and will be responsible for all employment and training for both the Ilikai and Makaha Inn and Country Club . . . New Assistant Controller at the Calgary Inn is former Bayshore Inn Credit Manager, **Angus Wilkinson** . . . **David Jones**, former Assistant Manager of the Century Plaza, has been appointed Project Coordinator for the St. Francis Hotel . . . the Bonaventure Hotel announces the following personnel changes: **Heinz Tucek**, formerly Assistant Manager of Le Castillon dining room is the new Manager of the Le Portage Show Bar; **Charles Berthoud** has been promoted from Captain to Assistant Manager of the Le Castillon; former Assistant Controller at the Bonaventure, **Arnold Baratelli**, has been promoted to the position of Director of Purchasing at the Calgary Inn; replacing Baratelli is **Leona Dureau**, former payroll supervisor of the Bonaventure . . . **Jack Miller** has been added to the Regional Sales Office Staff of WIH in Los Angeles.

From the International Division: New managerial appointments in Venezuela include **Narciso Auladell Mass** to the El Tama and **Jose Failace Russo** to the Llano Alto.

DOSEGER, ZANDER ENTER OLYMPICS COMPETITION

[Continued from page 1]

States contingent. He, too, enjoys an international reputation and has served as Executive Chef of both the Antlers Plaza Hotel and the Space Needle Restaurant.

Food indigenous to the originating areas is one of the ground rules for each chef's competition presentation. For Chef Doseger, this might mean the incorporation of fiddlehead greens, a local delicacy, as part of his entry. Accordingly, Chef Zander may work his gastronomic wonders with Puget Sound salmon. But even with this "familiarity" advantage, one can be assured the competition will be as keen, the judging as carefully calculated, and the tensions as strained as any of the more athletic events being offered in Mexico City.

An invitation to participate in this international culinary classic is indeed a high honor and Western can be justly proud of its entrant representatives.

Career Aid Offered — Western Foothills Bill

In this issue's "President's Corner" message, WIH President Edward Carlson points up today's exciting opportunities for the "qualified hotel career man" with Western International Hotels.

As with any of today's career opportunities, more emphasis is being placed on the key word, "qualified". Accordingly, a great many Western people are adding to their qualification potential through self-help courses of education related to their future goals.

One of the most popular are the Educational Institute Courses offered by the American Hotel-Motel Association. In the period from January to May of this year, for instance, over 49 Western staffers had completed one or more of the AHMA courses, according to Personnel Division Director, Gordon Schneider.

The Institute offers eighteen correspondence courses on various aspects of the hotel industry including Front Office Procedures, Building Maintenance, Supervisory Development, Human Relations, etc. At least three properties — the Continental Plaza, the Cosmopolitan, and the Ilikai — have cooperated in arranging for Institute classes to be given for interested staffers and conducted by instructors from the industry.

Tuition for the Institute courses is \$25.00. However, WIH will refund this entire cost to any employee upon their successful completion of the course. Further, Western will add a \$25.00 bonus if the individual receives a final grade of "B" or better!

Any WIH staffer interested in applying for enrollment in a AHMA course, should contact their hotel Personnel Coordinator or Personnel Manager.

Howard To Manage Makaha

[Continued from page 1]

two years as Manager of Carefree Inn, a luxurious desert retreat near Phoenix, Arizona. He served as Director of the Arizona Hotel/Motel Association, and was a member of the Phoenix Skat Club.

Howard expressed particular delight at the Makaha Valley Assignment, and the potential of the resort area. The Howards have two sons. He is an avid golfer.



Adding new kudos to Western's ratings was the recent announcement that two more WIH properties have been awarded the MOBIL TRAVEL GUIDE'S 4-star rating ("outstanding — worth a special trip"). They are the Oasis in Palm Springs and the Carefree Inn in Arizona. Congratulations to Managers, Tom Gowman and Jim Howard and to their 4-star staffs.

* * *

"Southland Waitress" the official publication of the Waitresses & Cafeteria Workers Union Local No. 639, recently devoted a lead story to "A Visit to the Century Plaza Hotel". The brief article was largely illustrated with photos of waitress groups from the various hotel restaurants and a caption complimented, in part, "The crews employed here (Century Plaza) are noted for their efficient service as well as for their charm and grace". A glance at the photos and we felt the caption writer had failed to mention another very obvious asset — even for this area known for its attractive women — the pretty girl ratio was exceptional!

* * *

We picked up this chuckle from "BACK" the employee publication for the Continental Plaza Hotel.

"Front Desk errors are pretty rare, but they happen occasionally. Last month a lady guest called the desk during a large check-in to say that twice two gentlemen had been sent to her room in error, 'and, she said, 'if it happens again, I'm going to keep them!'"

* * *

Again from the Continental Plaza a notification that the Chicago Grille has been renamed the **Chicago '93 Restaurant and Bar**. We had to slow down when we read that one and that's probably the general idea. The renaming was in honor of the 75th Anniversary of the Chicago World's Columbian Exposition of 1893 and recalls a much more leisurely paced way of life.

Because of the restaurants' Exposition theme it was selected as the site of the Diamond Jubilee luncheon by the members of the Illinois Sesquicentennial Commission to inaugurate the Anniversary festivities.

Western News Notes

Flying Girdles – Fighting Gulls Win "Topper" Tales

The two winning entries in this month's "Topper" contest have one thing in common — identified flying objects!

With Front Deskman William J. LeCroy of the Ilikai Hotel it was a "flying girdle" that brought him \$25.00 as this month's top prize winner. And from the Bayshore Inn in Vancouver, Room Maid Evelyn Power sends sea gulls flying for her \$15.00 second prize.

Both of these very amusing Topper tales are printed below.

Have you sent in your Topper story yet? FRONT! will print the two top Toppers submitted each month by WIH employees — and pay out cash prizes besides! Do a "flying" flashback over your Western Hotel career now and come up with your personal incident prize winning entry. Complete contest rules are included at the end of this article:

* * *

FIRST PRIZE WINNER

William LeCroy — Ilikai

At 3 p.m., as I was relieving the day shift Room Clerk, a gentleman shyly approached the front desk and called me to the far end of the counter. He leaned over and whispered, "I don't know how to tell you this, we are in room 1407 and . . . well . . . my wife has a blue girdle." He paused . . . "Yes sir?"

"Well, . . . you know the wind is really strong up there and well, . . . you know the big Ilikai sign out front? It now has a blue girdle hanging on it!"

SECOND PRIZE

Evelyn Power — Bayshore Inn

I noticed the lone occupant had checked out. I was about to open the door to make up the room when I heard what sounded like a free-for-all discussion at a ladies' auxiliary meeting! Puzzled, I knocked several times and, receiving no answer, I cautiously opened the door.

The first thing I noticed was that the television was on full blast. Then I saw that the glass door to the lanai was wide open and seven sea gulls were perched in various parts of the room . . . two very noisy ones were on the service table fighting over the remains of a room service breakfast. They left, reluctantly, with the help of a newspaper. — meeting adjourned!"

* * *

CONTEST RULES

1. All contestants must be full time employees of WIH or its subsidiary companies.
2. Entries must not exceed 250 words in length.
3. Actual names of persons mentioned in the story need not be used—just use job titles.
4. Entries for each month's contest must be postmarked by the last day of the month to allow for judging and publishing.
5. The judging committee will consist of WIH Vice President, R. W. Dupar, Director of Advertising Willis Camp and your FRONT! editor.

Send your entry to:

WESTERN TOPPER

c/o FRONT! Magazine
Western International Hotels
The Olympic
Seattle, Washington 98111

Annual Report Makes Impressive Presentation

From its cut-out cover that individually frames the eight flags* of "Western's World" to the fold-out world map on the last page pinpointing WIH hotel locations, this year's Annual Report is a most impressive and prestigious presentation.

Inside, President Carlson's message to the over 3000 company stockholders further substantiates the Report's impressive appearance with his beginning statement:

"March 31, 1968, ended the most outstanding year for earnings and corporate development that Western International Hotels Company has

achieved since the company was organized in 1929."

Additional editorial comment projected a bright optimism for the company's future development insured to a great extent by a ". . . young, aggressive, professional, management team . . ." A series of black and white photos introduces this WIH "management team" and some of the management and staff members of the wholly-owned subsidiary — Western Service & Supply Company.

Fittingly, a full-page color portrait of Mr. S. W. Thurston, Founder-Chairman of WIH who passed away in

The Crown Jewels Affair Or Who (almost) Dunit?

As Willis Camp tells it, it sounded like a case for Agent 007. But then, the incident did smack a little of a James Bond thriller and involved no less than the British Crown jewels!

It all happened while Camp and Bruce McKibbin were in London recently (see story page 6) for their Trust House Hotels meetings and had taken a sightseeing tour. High on their list was the historic Tower of London and one of its main attractions . . . the storage vaults where England's priceless crown jewels are kept on public display.

As the tour of this dazzling treasure house was ending, McKibbin and part of the viewing group left the vaulted and heavily guarded room while Camp and a few others lingered behind. Suddenly the room's quiet was shattered by a shrill warning alarm. Immediately, all exits to the room were sealed off as the guards snapped to the alert. (It was learned later that all exits from the Tower building had also been sealed off.)

In the flurry of excitement and speculation among the visitors that followed, Willis recalls, with amusement! "My instant reaction was that a theft was taking place which had set off the alarm. I even speculated that we might be held as hostages while the 'gang' made their getaway."

Somewhat wistfully, Willis admitted no such high drama occurred. However, since the group was kept in the vault for 20 minutes and with no explanation given, he does not entirely discredit his story. We can't blame him. After all, even today's "mod" London still swings with the who-done-it intrigue that began with the exploits of Sherlock Holmes to today's James Bond!

April appears on the Report's opening page. As President Carlson indicated in his accompanying eulogy, Thurston's influence and leadership was a major contribution in shaping the company's present successes.

Of special interest to employee stockholders was the notation that the Board of Directors had authorized the sale of 300,000 shares of the capital stock of Western and at the same time made application to list WIH stock on the American Stock Exchange.

* (United States, Canada, Guatemala, Hong Kong, Japan, Mexico, Venezuela, Union of South Africa).

Front! News Pictorial



TUBS OF COLD POP AND TONS OF HOT DOGS! The first annual "Family Picnic" sponsored by the Ilikai's Employee Council last June proved a huge success. The all-day affair included lots of games, prizes and hungry kids and hot dogs, hot dogs, hot dogs!



BONAVENTURE WAITRESSES WEAR "BONAVENTURE". Waitresses of the Bonaventure's La Bourgade Coffee Shop model the special "Bonaventure" polyester garments offered to guests when they arrive without swimsuits and wish to try the hotel pool. The swimsuits with jackets and matching hats are made of disposable fiber. From left are Andree Lampron, Judi Kimber, Audrey Langtin and Janou Alsar.



THURSTON — DUPAR AWARDS GIVEN. Photos of three Thurston Dupar Award winners for their particular hotels were recently submitted to FRONT! and are reproduced above. At top is Louise Carbonneau receiving the award as the Continental Plaza winner. With Louise is Hotel General Manager, Richard Ferris. In the middle photo, Mrs. Frances Montoya receives the Cosmopolitan Hotel Award from Manager Robert Wilhelm. And in the lower photo, Clovis Soubrand, Food & Beverage Manager of the St. Francis receives his award plaque from Hotel General Manager, William Quinn.



SPEAK FOR YOURSELF, JOHN! Theda Conley, radio and TV personality, finds the comment made by Anchorage/Westward General Manager, John Stevens, highly amusing. The one-hour interview show conducted by Conley broadcasts each Sunday from the hotel's Top Of The World restaurant and is entitled "Top Of The World Viewpoints".



PICCADILLY DOLLIES. Olympic Hotel's Piccadilly Corner Room Manager Wolfgang Dix joins room Waitresses Ingeborg Ransom, Anne Plank and Margie Terry. The gals are wearing the new costumes designed by Elaine Vieyra, Western Service Costume and Uniform Designer.



FRONT! SPECIAL REPORT

Earlier this year, Western International Hotels announced an exchange of stock with Trust Houses Ltd., in England for the purpose of initiating a sales representation and marketing program for both hotel companies.

In late May, Willis Camp, WIH Director of Advertising and Public Relations and Bruce McKibbin, WIH Director of Sales for the United States and Canada visited the Trust House Hotels offices in London and about 50 of the Company's hotel properties throughout Great Britain, Ireland and Portugal.

In a FRONT! interview both men supplied answers to some pertinent questions and added their own impressions and comments, which, among other things, may help to clarify for FRONT! readers the WIH-Trust Houses relationship.

First to be interviewed was Advertising and Public Relations Director, Willis Camp.



In answer to our first question, Camp summarized why he and McKibbin were asked to go to London and the purpose of their trip as follows:

"As you know, Western's affiliation with Trust Houses primarily affects our marketing programs

... areas in which Bruce and I are most directly concerned. My main responsibilities, for instance, will be in advertising, promotion and publicity to support our reservations and sales efforts.

"Our purpose was to meet with the Trust House people, particularly with our counterparts in Trust House headquarters to work out the necessary policies and procedures for implementing the mutual objectives of both companies . . . to substantially increase an exchange of business with the tools at hand. Our tour of many of the Trust House properties was a major help in our understanding of their operations."

Asked if any effort was made for a reciprocal presentation of the WIH story to Trust House people, Willis

We started off the Bruce McKibbin interview by asking him what were some of the things that most impressed him about his visit and found him to be most enthusiastic about this subject:

"We were most particularly impressed by the people we encountered . . . everyone was very courteous and extremely cordial and hospitable. Our principal contact was Bill Breen, Group Director of Marketing Services for Trust Houses who was very helpful to us as was Niall Baird, Director of Marketing for the Westminster group (the London hotels), Sales Manager, Gordon Eve and so many other wonderful people we met in our tour of their hotel properties."

To our request to briefly list some of the similarities and differences between the two hotel companies, McKibbin summarized:

"One of the main similarities is that Trust Houses, like WIH, most often offers the finest accommodations in the communities where they are located. This also includes London where they have such fine hotels

as the Grosvenor House and Brown's. Another very important similarity, is that each Trust House hotel has its own particular and distinctive personality which they take a lot of pride in maintaining."

"An obvious difference is that most of the Trust House Hotels are smaller than the average WIH property. While Trust Houses have about 200 properties and Western has a little over 60, actually the total number of rooms for each company is just about the same."

As McKibbin's greatest interest is in Sales, we asked for his comments in this area as it relates to the WIH-Trust House affiliation:

"First, I think that aside from our sales and marketing efforts, Western's association with such a well established and highly regarded organization as Trust Houses will heighten our own image throughout the British Isles and elsewhere where they operate."

"As far as British tourists to Western's World is concerned, currently this will mainly be people on business. Present monetary restrictions

replied:

"Oh yes . . . in fact Lord Crowther, Chairman of Trust Houses, Ltd., very thoughtfully arranged a meeting that included their top executives and many of the managers of Trust House Hotels throughout Great Britain for a slide commentary presentation by Bruce and myself on "Western's World." From the reaction and questions, we felt sure that it was very well received and felt confident these Trust House people in attendance — there were about 70 — now have a much better understanding of our operations."

We noted that there are about 200 Trust House properties throughout the British Isles (England, Ireland, Scotland, and Wales) and in Spain, Majorca, Portugal and Barbados, and asked if the Department and WIH is planning to promote all of them. Willis answered:

"While Western will represent all Trust House properties and will make reservations for any one of them, we will actually list and actively promote about 14 of them at this time. These will be in London and in several cities throughout England and hotels in Ireland, Spain and Portugal. Trust Houses in turn will actively promote about the same number of our properties."



in England as to how much money one can take out of the country is very restrictive for the average tourist, while limitations in business travel do not create a severe problem.

"Western, of course, can now offer its customers the finest hotel accommodations throughout the British Isles and in other Trust House properties through our reservations exchange system. We also have widened our market for booking group business."

FRONT! INTERNATIONAL

International Album of "Western World" Staffers



At the Hotel Colon International in Quito, Ecuador, lovely Margarita Carrera is Front Office Cashier.



Front Office Cashier at the Camino Real in Guadalajara is young and personable Rene Gomez.



Demure Hideko Miyaji heads Palace Hotel's Viking Restaurant.



Vivacious Maria Esther Andrade is a waitress of the Alameda's International Bar.



Miss Janell Stone [seated] Reservations Officer of the Ilikai in Honolulu recently visited the Miramar in Hong Kong and discussed common problems with some of the hotel's reservations staffers.



Chef Kinzo Fujiwara of the Miyako Hotel in Kyoto was invited to attend the annual Imperial Garden Party given by their Majesties, the Emperor and Empress of Japan, honoring many of Japan's leading celebrity personalities. Fujiwara, the only hotelman to receive this honor, was recognized for his 50-year culinary career and his distinguished contributions to the culinary arts. Chef Fujiwara is shown with his wife in their traditional ceremonial kimonos.

Jean Marc Blouet, General Manager of the Hotel Avila in Caracas [left] chats with Mr. Helmut Chiettini, General Manager of the Sandy Lanes Hotel in Barbados [affiliated with the Trust Houses Group], a recent visitor to the Avila. Western's affiliation with the Trust Houses Group offered a mutual topic of interest.



Western News Notes

Computerization & Clinics Hilite Accounting Confab

The "Computer age" for the hotel industry is here . . . now!

This positive declaration was made by Asst. Professor Richard Compton of Cornell University in his address to the WIH Accounting Conference delegates at the Benjamin Franklin in mid-June. Professor Compton further elaborated as he reported on the joint efforts of Cornell and NCR Computer Systems in developing computer program systems geared for individual hotel use in reservations, guest history, food and beverage controls, inventory controls, management reports, or any other hotel need. One of the big advantages, Compton emphasized, is that computers will not only make vital information immediately available for more effective management operational use, but will also relieve many employees from tedious and time consuming detail work for more creative assignments.

TO LEARN AND TEACH

Professor Compton's remarks were only one of the many highly stimulating and informative highlights that marked this year's conference. The three-day affair — a part of the WEST-ED training program — was attended by controllers from WIH properties throughout the United States and Canada. They had come to learn . . . not only about their own jobs in relation to the industry and WIH . . . but also how to "teach" others in their departments. The importance of proper training instruction was demonstrated in an enlightening talk by WIH Vice president, and Managing Director of the Century Plaza, Harry Mullikin.

Other members of the WIH management group participating in the pro-

gram included WIH Treasurer and Chairman of the Accounting Service Committee, Frank Reid, who delivered the welcoming address. Ron Jeffrey, Assistant Food and Beverage Director, pointed up the increasing importance of the F & B Controller for better operating efficiency, better service and less waste. WIH Vice-President, Robert Dupar brought the attendees up to date on the International Division and gave a preview of future prospects. And the closing address, delivered by WIH President Edward Carlson, highlighted the vital relationship between management and the accounting operations.

TECHNICAL CLINICS

An innovation of this year's Conference and one of the most enthusiastically received was the "Technical Clinic" program. This was a person-to-person attempt to answer or clarify any questions or confusions in the minds of the delegates regarding WIH accounting operations in personal confrontations with individual staff authorities. Several tables were set up in two of the larger meeting rooms, each manned by the particular subject expert, and any delegate who wished could consult with the authority on his particular problem.

Participating were: Mack Thomas on Group Insurance, Brian Beaulac on Retirement Plan, Chuck Comstock and Avery Holmes on Western Services & Supply, Gordon Schneider on Personnel, Marvin Chamberlain on Budgets, Don Bennett on Corporate Accounting, and Al Vettori on Due Bills and Stock Purchase Plan. The Clinics were so successful that it was overwhelmingly requested to include them as a part of next year's conference.



Accounting Conference delegates gather for a formal group portrait.

CELEBRITY VISITS



Front deskman Ian Jamieson welcomes musician Earl Grant to the Imperial Inn.



Singer, Joni Sommers at the Antlers Plaza poses with Chuck Weaver [left] and George Lowery.



Canada's new prime minister, Pierre Elliott Trudeau [right] with the Bayshore Inn's F. & B. Peter Egner.



And, at the Caravan Inn Tiny Tim tip-toes in for this friendly greeting from Assistant Manager Dave Spradling.

Front! Family Features

RECIPES I LIKE BEST

Chef Phil Zarro of the Baranof became exposed to the culinary life at a very early age. As a young boy he went to work in the kitchens of the Worwick Hotel as a busboy in his home town of Philadelphia. He



CHEF ZARRO

worked himself up to waiter and captain, however, before he had decided his main interest was in the kitchen itself. Starting as a vegetable peeler, Phil worked his way through all the various stations of the main kitchen before his career was interrupted with a four-year stint in the military service. Upon his return, he went to work for the famed Hotel Hershey in Hershey, Pennsylvania. He worked in several different hotels in the Pennsylvania area before he decided to come out to the "sun country" of Phoenix, Arizona. Phil went to work in the kitchens of the Carefree Inn and, at the same time, joined the WIH family. Later he was transferred to the Baranof in Juneau, Alaska, where he now is the Chef. Phil's hobbies are fishing and hunting and, for more passive relaxation, he enjoys listening to classical music. Here is one of his favorite recipes.

VEAL SCALLOPS WITH LEMON

Ingredients

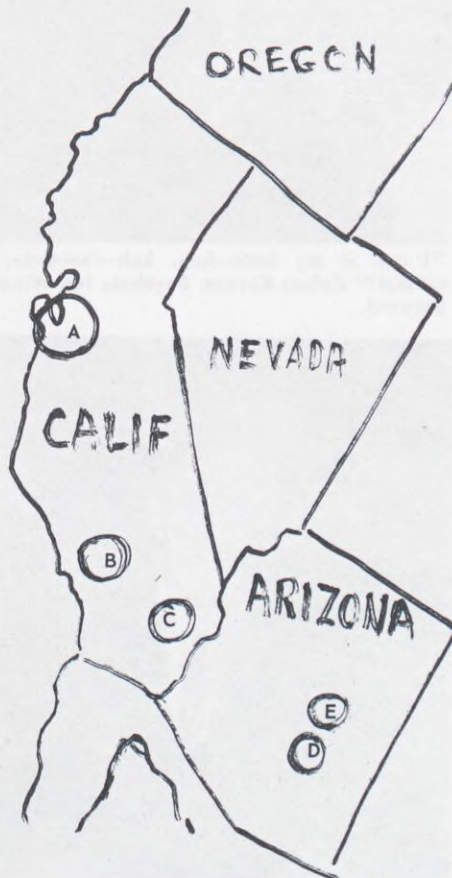
- 2 lbs. veal scallops
- 6 tbs. butter
- ¼ cup white wine
- ¼ cup chopped parsley
- 1 lemon
- 1 egg yolk
- salt, pepper, flour

Preparation

Pound veal scallops very thin, season with salt and pepper and flour lightly. Brown scallops on both sides in butter. Add to pan the ¼ cup of each white wine and chopped parsley and juice of one lemon. Cover skillet and cook over low heat for about six minutes until it is tender. Arrange the scallops on a heated platter. Add egg yolk to pan juices, stirring it in rapidly with fork. Pour sauce over meat and serve.

Memory Map

WIH Pacific-Southwest World



Here is your Memory Map of Western's "Pacific Southwest" world. In June's "Northwest World" map we traveled down the Pacific Coast to Portland and the Benson Hotel.

This month we continue our trip south and a long day's drive or less than an hour and a half plane flight lands you in the California city of

A. SAN FRANCISCO with these three top WIH properties . . .

1. St. Francis Hotel
2. Sir Francis Drake Hotel
3. Miyako Hotel

From here it is another day's drive or less than an hour by plane to the Southern California city of

B. LOS ANGELES and the magnificent

1. Century Plaza

It's a short drive from anywhere in Los Angeles to ANAHEIM and to



Back Of The House

with Margaret Williamson

Executive Housekeeper—Bayshore Inn

Each month FRONT! will feature a guest Housekeeper columnist from throughout WIH. This month's guest is Margaret Williamson, Executive Housekeeper of the Bayshore Inn in Vancouver, B.C.

INTERIM CLEANING

For in-between carpet and upholstery shampooing (or emergency shampooing) dilute sudsy ammonia in warm water using a sponge to work up some nice suds. Apply the suds lightly and dry immediately with terry towelling. This usually does a quick and satisfying job.

* * *

CARPET SOIL

Corridor carpets at the entrance to service areas, take the brunt of soil. A very helpful hint would be to extend the carpet an extra three feet or so into the service area. This reduces soil traction from the room service areas, (carts, general in and out traffic, etc.) onto the exposed corridor carpet area.

* * *

BUTTONED UP

A cigarette burn on a chair seat sometimes necessitates re-upholstery of the entire area. We found that this can be more easily rectified in many cases by placing a button design on the seat and disguising the burn.

Hotel Corporation of America's fine property the Anaheim Charter House (x) located near world-famed Disneyland.

It's an easy trip into the California desert to the world famed resort area of

C. PALM SPRINGS and the

1. Oasis

Heading east from Palm Springs to the sunshine State of Arizona, it is a quick flight to the city of

D. PHOENIX and the

1. Caravan Inn

And just a forty-minute drive from Phoenix takes you to

E. CAREFREE, Arizona and the resort luxury of the

1. Carefree Inn

Watch for the next Memory Map soon!

Front! Photo Album



"Heavens' I never look out — I'm scared to death of heights!" Rozanne Wilson, Space Needle Restaurant waitress.



"I call it my little—heh, heh—'medicin' cabinet!" Zoltan Kovacs, Bayshore Inn Wine Steward.



"Don't bother to wrap it — I'll cook and eat it here," Walter Roth, Executive Chef of the Century Plaza.



"Oh boy, Caribou steak!" Anchorage/Westward Coffee Shop Manager, Mollie Dielman [left] with Executive Assistant Manager, Lou Martinelli.



"No, that wasn't the Calgary Stampede — they've just opened the Owls Nest Bar!" Cecil Ravenswood, Senior Assistant Manager of Calgary Inn.



"Try it . . . two of 'em and you'll lose your inhibitions about learning the hula!" Dixie Marsh, Ilikai Cocktail Waitress.



"Isn't that Helga Sloan behind those Foster Grants?" [Yes, of Sir Francis Drake Reservations].



"Oh thank you sir, but I've already been to Hollywood," Billie Loo Beers at Caravan Inn Front Desk with guest.



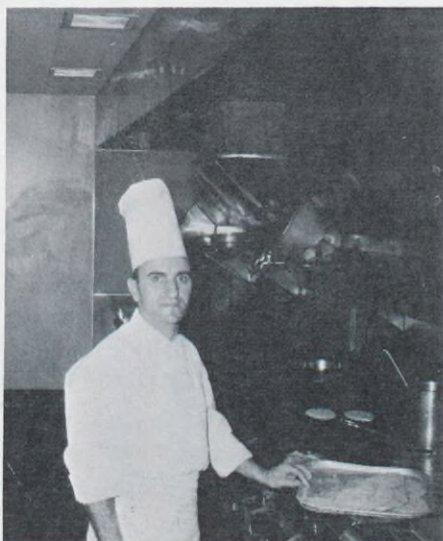
"Oh, it's for a little surprise party we're having in the employee lunch room" [L to R] Continental Plaza Room Service staffers Louis Rodriguez, Raul Garza and Manuel Rorrero.



"I can get high on just one drink", [on chair] Chiyako Mayeda, Parlor Maid and Joan Eichenger, Banquet Waitress Benson Hotel.



"Sure I'm happy — I earned 34 cents in tips today," Eddie Orbea, Head Bellman at the Owyhee.



"Wish I could think of something 'fun' to cook for tonight!" Ralph Labianca, Multnomah Restaurant's Chef.



"Hey gang, I've just heard another great chicken joke!" Cecilia Stenberg with Purchasing Agent Jack Harrison of St. Francis.



"Pssst — Philippe! That was Coke instead of Vermouth you used in that last Manhattan!" Banquet Waiters Jacques Therrien and Philippe Guillard of the Georgia.



"Well, I've been trying to call Seattle, but no one answers!" Dorothy Buckman, PBX Operator, Northern Hotel.

Hotel Profile

Antlers Plaza—Delighted guests, in the eager tones of one who has just made a very special private discovery, have referred to it as a "jewel box." If they were asked to define this reference, each answer would be as varied as it was valid!

One reference may be to the hotel's outward appearance as it seems to sparkle from a distance, bathed in the crystalline mountain air, or it could be its artful setting placed at the base of snow-capped Pikes Peak. Again this reference could be to the superb taste and attention to detail used throughout in the interior decor. Certainly, its excellent facilities, fine dining, and the aura of genuine warmth that seems to radiate from the entire staff would be factors.

But whatever . . . in the short year and a half of its existence, the Antlers Plaza has added a bright new sparkle to the Colorado Springs scene and a happy, new "discovery" for delighted guests.

The Antlers Plaza first opened its doors to the world in March 1967. It is located on the site of a former and historic Colorado Springs hotel named the Antlers. More recently the site had developed into a multi-million dollar business and shopping complex known as Chase Stone Center. The hotel forms a part of this beautifully landscaped five-acre Center on Pikes Peak Boulevard and near downtown Colorado Springs.

Each of the 276 rooms of the 15-story Antlers Plaza is luxuriously and tastefully appointed with such extras as touch-tone telephones, color television, and electric blankets.

Downstairs, off the thickly carpeted lobby with its handsomely wood paneled and Colorado marble walls and columns, is the Little London complex. This is the hotel's center for cocktails, dining and entertainment.

Within this complex is the London Grill, a specialty dining room featuring an international cuisine. Excellent dining, from a quick snack to a full course dinner, is featured in the adjoining Cafe Plaza coffee shop. For show lounge entertainment, dancing or beverages, the hotel guest cannot do better than the swinging Piccadilly Bar. Nor does he have to go afar for his outdoor entertainment . . . at least not for swimming. The hotel offers guests a sparkling outdoor pool,

with an awesome view of Pikes Peak thrown in, as a back-drop.

The Antlers Plaza is also popular as a business and convention center. Ten handsomely appointed meeting rooms, including a grand ballroom, which divides into three separate conference rooms, offer ample choice for groups from five to 750 people. The hotel was host, incidentally, to the 1968 WIH Management Conference in January of this year.

In any season, the scenic wonderland surrounding Colorado Springs is magnificently beautiful country . . . the perfect setting for the "jewel box," Antlers Plaza hotel.

ANTLERS PLAZA PEOPLE

Many of the Antlers Plaza people are fairly new to the WIH family, many others have been family members for years. Together they have helped build the hotel's ever-widening quality reputation. Here are some of them.



Marcy Stein, Waitress and Stan Hoffman, Bartender at the Piccadilly.



Hotel Engineer Mack Griffith.



Front Desk Crew from left: Shirley Lee, Cari Williams, Rhea Greene and Judy Kuckleberg.

Housekeeping members from left: Tele Mondragon, Corina Archuleta, Jesse Hernandez, Jackie Lilly and Anna Hansen.



London Grill Manager Dieter Schramm [center] with Captains Helmut Konze [left] and Carmelo Pustizzi.