

front!

Tonight in Chicago
The Continental Plaza



May-June, 1965

WESTERN INTERNATIONAL HOTELS



THE PRESIDENT'S CORNER



Company's coming!

This is the time of the year when many of us can be reminded of what those words meant in our childhood. Not only were our homes spick and span, but we wore our newest clothes and put on what used to be called "company manners."

In our business, we're always "expecting company," but the words have a different meaning in the months of summer visitors. You see, many vacationists are not the seasoned travelers that our business friends are. They could well judge all hotels by how they're treated when they stop with us.

On that subject, we constantly get good reports of the friendly atmosphere at the Continental Plaza in Chicago, the featured hotel in this issue of FRONT! These are busy days for all of us and one of the most interesting developments is the joint marketing plan we're launching with the Hotel Corporation of America. We'll keep you informed on the progress of this fascinating experiment.

Meanwhile, polish up that smile and let's be the most hospitable people the vacationists ever saw.

EDWARD E. CARLSON
President
Western-International Hotels

front!

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

COVER

Fashionably located on Chicago's "Magnificent Mile" of North Michigan Avenue, The Continental Plaza offers an elegant world of luxury living, international dining and exciting entertainment for Western International Hotel guests.

A FIRST ANNIVERSARY FOR THE CONTINENTAL PLAZA Page 3

Donald L. Allison, Managing Director of the Continental Plaza, proudly reviews the hotel's progressive accomplishments since it became a member of the Western International Hotel family one year ago.



1965 THURSTON-DUPAR AWARDS Page 6

A most honorable collection of personages who have received this coveted award.



GOING WESTERN Page 7

The Anchorage-Westward celebrates the Fur Rendezvous (Anchorage's annual Gold Rush days whoop-de-doo) . . . the Wine and Food Society's Ladies' night was an elegant bash at The Davenport . . . and other Western International Hotels make the headlines. Read all about it!



THE WESTERN CAMERA CLICKS Page 13

Take a candid look at your co-workers FRONT! and center!



front! CORRESPONDENTS

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

Alameda, *Alfredo LaMont, Jr.*—Anchorage-Westward, *Bill Mueller*—Bannock Hotel, *Pat Brown*—Baranof Hotel, *Kathleen Ryan*—Bayshore Hotel, *Ralph Biggar*—Benjamin Franklin Hotel, *Betty Bowen*, *Jack Gaines*—Benson Hotel, *Jean Rhine*—Boise Hotel, *David Spradling*—Calgary Inn, *Frank Starnes*—Caravan Inn, *Mildred Costen*—Cascadian, *Betty Kill*, *Juanita Richardson*—Century Plaza, *Jayne Kear*—Continental Plaza, *Marian Belstra*—Cosmopolitan, *George Whitehead*—Davenport Hotel, *Gayle Jewell*—Finlen Hotel, *Arlene Holland*—Georgia Hotel, *Robert McCauley*—Guatemala-Biltmore, *Dianne Benford*—Ilikai, *Barbara Rickles*—Imperial Inn, *Audrey Crawford*—Leopold Hotel & Motor Inn, *Charlotte Whitney*—Maurice Hotel, *John N. Grant*—Northern Hotel, *John Wallin, Jr.*—Oasis Hotel, *Ruth Avery*—Owyhee Motor Inn—*Colleen Walter*—Rainbow Hotel, *Esther De Vault*—St. Francis Hotel, *Sherry Baker*—Savoy Plaza, *Patricia Horan*—Sir Francis Drake Hotel, *Helen Perkins*—Space Needle Restaurant, *Steve Stock*—Western International Hotels Executive Office—*Anne Swensson* ■ Western Hotels Industry Services—*Walt Matysik*.

HAPPY
BIRTHDAY



CONTINENTAL
PLAZA



By DONALD L. ALLISON
Managing Director

This month, we celebrate our first year anniversary at the Continental Plaza as a member of Western's hotel family.

You already know that our location on the Magnificent Mile of Chicago's beautiful North Michigan Avenue gave us the showcase to display our professional wares. You already know that our white marble building won the Chicago Building Congress Award for its architect. You already know that we are carrying the Western International banner in mid-America for the first time and as standard bearers, we feel an added responsibility to excel.

But because you do not know of the progress we've made in our first year, of the changes wrought or the reasons behind the changes, we celebrate our anniversary by sharing "Western family secrets" with you.

It started with our name. The Continental Hotel became the Continental Plaza to complete a geographical trio of Plazas for Western International Hotels to stretch the broad expanse of our country from the Savoy Plaza in New York to the Con-

tinental Plaza in Chicago to the new Century Plaza in West Los Angeles.



DONALD L. ALLISON
Managing Director

As the new Continental Plaza, we adopted an international theme which would thread its way throughout our services, on our menus and in our reputation. The six basic languages of the world—English, French, German, Spanish, Italian and Japanese—appear on our telephone Call-dex informing our foreign visitors of the hotel's and the city's facilities. By dialing a specific number, these guests hear an informative message about the hotel on tapes in the language of their choice. We, of course, fly the appropriate flags in our lobby.



The restaurant at the rooftop—formerly the Chateau Continental—we re-christened the Consort, which is the regal title given to companions of the Queens in history (Prince Philip is the best known Consort of today). As the Consort, the amethyst-and-crystal room emerged as a crown-jewel restaurant and the new image gave us the opportunity to develop the “special touches” so necessary to a great dining room. In the evenings, every lady receives a single red rose presented to her in the name of the Consort.

The rose theme is repeated in the pageantry in which entertainment, an adjunct to dining, is presented. On each occasion, when a young lady is featured in twenty minutes of song, she is preceded on the stage by a member of the Consort staff who places there a high vase of long-stemmed red roses setting the tone of opening night every night.

The Consort match covers are personalized with the names, in gilt lettering, of the host of each party dining in the room. Heated, scented napkins are proffered following dinner and before Specialty Thomas—whose period costume represents the Consorts of the past—arrives to perform exotic coffee preparations. It is “theatre” in the Consort by night and by day.

The second dining room of the Cafe Lautrec, located off the Lobby, became the Apache (pronounced A-pash). This happy, colorful Paris-flavored room, named for the life-loving Parisians preferred by Toulouse Lautrec, has become the favorite gathering spot for revelers on their way to a show in the Cantina. Wine barrels were installed in the Apache to dispense the grape with dinner. But the room masquerades as the Apache only at night; during the day, it operates as part of the Cafe Lautrec, the quality coffee house serving breakfast, lunch and dinner.

(1) Mike Gonzales and fellow Stewards Angelo Mattias and Vernon Goodlow. (2) Butcher Vassos Hajiharis and friends! (3) Arlene Yabe handles Executive Offices Reception Desk by day and attends Northwestern University at night. (4) Doorman Sam Thomas greets a winter guest. (5) Charles Becker struggles with an ornery valve. (6) Bellmen Skip Lehman and Pat Miscinski. (7) Bringing in the business are Fred Clare, director of sales and his secretary, Ruth Holmes. (8) Liquor and food are under control with Sam Yamamoto and Zygmunt Ejchorszt. (9) Warren DeBell, garage manager, and Sal Salerno, a hiker. (10) Adolph Leyser checks in with Lorraine Lewinkind—all in a day's work in Room Service. (11) Cantina hostess Rita Maher and bartender Robert Feldman check a check. (12) Manager Herb Strange and Bruce McCaleb discuss the affairs of the Town & Country Health Club. (13) Bus boys Clifford Roth and Alfonso Van Pelt in the Cafe Lautrec. (14) Front Office Cashier Jeanette Villarreal and Assistant Manager Dick Dunn. (15) John McDonald and Joseph Zuni-bahlen, bartenders in the Consort. (16) John Holz exchanges banter with Edward Richter and Luciano Soto. (17) Accounting Office trio: Dave Hunt, Bob Keith and Betty Carlson.



We completed the lobby arcade which opened our entrance off Michigan Avenue, and in the process, built the new show lounge, the Cantina, which is the first of its kind in Chicago. The continuous entertainment begins at 8:00 p. m. nightly, except Sunday, and leading Nevada-style lounge acts are featured. The Happy Jesters, a trio of zany musicomedians familiar to some of you in Western Hotels, and One Plus One With Sandy just completed a successful run in the Cantina, and the Arthur Lyman Quartet and the Chadons are currently starring. The Cantina is a candlelit, tiered lounge with beautiful appointments. It has a distinctive facade on the arcade which is reminiscent of the small, intimate cafes which fringe the cobblestone streets of many European cities. Although there is no food service in the evenings, the Cantina does serve a Specialty luncheon with cart service on week days.

When you recommend the Continental Plaza to W.I.H. guests, there are three selling points you can stress with confidence:

1. The guest rooms are q-u-i-e-t.
2. The hotel is completely air-conditioned.
3. The Continental and cleanliness are synonymous.

These are some of the things we have been able to accomplish to date and certainly, with much assistance. Our anniversary would seem a good time for us at the Continental Plaza to thank all of you in the Western family for the help you have given us, for the support, the references and the interest in our efforts.

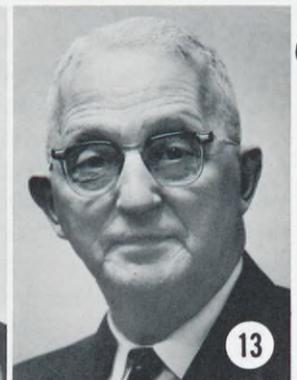
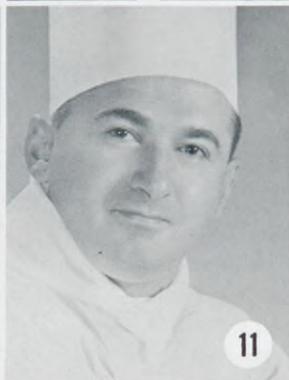
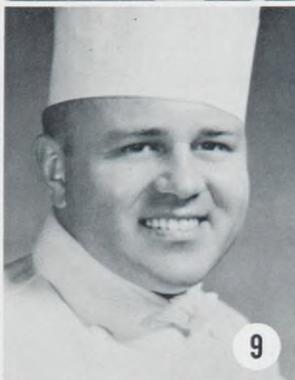
We'd really like to take more time to celebrate our first birthday . . . but there are still too many things to do for us to pause and look back!



(1) Cantina Manager Andy Ibanez. (2) Zelma Lipsky is the masseuse for the women's section of the Town & Country Club. (3) Ray Edmond of the Valet Department. (4) Cantina waitresses Carolyn Fitzpatrick and Mimi Zietner model their stunning costumes. (5) Desk Clerks Hooper Phillips, Erle Sutton and Hedley Hepworth. (6) Carol Drago and Nefer Seco of the Front Office. (7) Consort waiter Humberto Rivera checks a reservation with Captain Heinz Hartwig. (8) Billie Fithian and Walter Brueggen share a sales call. (9) Telephone operators Betty Dahlback and Mary Conover work a busy board. (10) Preparing the lettuce for crisp, cold salads are Pantry ladies Julia Duda and Rose Jara. (11) Catering Manager Chris Lucas and his secretary, Carol Sand, are detail-minded. (12) Larry Newton, James Conlan and Ellis Morton plot the potables. (13) Earl Darre watches Oles Speck make the sparks fly. (14) Apache girls Noreen Parker and Joan Holley. (15) Dorothy Lane and Sally Thomas of the Housekeeping Department. (16) Checkroom girls Ceil Luther and Lorraine Bieschke. (17) Food Service pros are Werner Bonge (center) and brothers Gene and Ricky Rojek.



'64 Thurston - Dupar Awards



(1) The Winner! Rachel Robertson, auditor of The Anchorage-Westward. (2) Fred Oakley, Bayshore Inn sales director. (3) Vivian Jacobozzi, Caravan Inn Credit manager. (4) Jack Vaughn, senior assistant manager of The Benson. (5) Verna Noble, PBX operator, Owyhee. (6) Bellman James N. Ralston of the Benjamin Franklin. (7) Executive Secretary Jean Gerbase of The Cosmopolitan. (8) Mary Nelson, Coffee Garden hostess, Georgia Hotel. (9) Executive Chef James Friswold of the Hotel Multnomah. (10) Clorice Karaboyas, The Bannock's auditor. (11) Executive Chef Walter Roth, The Olympic. (12) Beth Turk, catering secretary, Davenport Hotel. (13) Lindsey Hofner of the Imperial Inn accounts office. (14) Irene Poff, assistant housekeeper, Sir Francis Drake. (15) John Osterthun, Hotel Leopold cook. (16) Gene Thill, food and beverage manager, Rainbow Hotel. (17) Bertha Pierce, St. Francis maid. (18) William H. Holtzinger, the Space Needle's souvenir manager.

GOING



WESTERN

Benson



(1) Assistant Manager Jim Howard and Frank Meyers of Sherman Clay & Co., make sure this Steinway is tuned to perfection—because it was to be used in the hotel by Van Cliburn. (2) This trio represents some 64 years of service to The Benson. L to r: Nicolas Felssas, 49 years on the job, will be a delegate to a convention in Greece this summer; Loleta Cheney has been with the hotel since 1956; John Phillips came to The Benson in 1957 from Oklahoma via The Multnomah. (3) Proud father is Willie Green. (4) So is Dennis Crook.

Olympic



Four smiling faces at The Olympic. (Top left) Jo Braarud, secretary to the general manager—the tan came from a week at Sun Valley. (Top right) Jerry Schot, The Grill's new manager. (Bottom left) Somebody said that Jerry Gjoavaag looks too friendly to be a credit manager. (Bottom right) Akio Hirao, industrious trainee, visiting from the W.I.H. hotels in Japan.

Bayshore Inn

(1) Pretty redhead Ida Jorano. (2) And another redhead on the same shift—Bruce Housser. (3) A quartet—non-singing variety—at Trader Vic's: Bartender Ron Chan, Cashier Esther Nip, Assistant Manager Tom Lee and Captain Dick Yip. (4) Charming hostess, Vivian Wong. (5) Dick Lewers, now manager of the Terrace Grill, and Hostess Andre Fleck. (6) Chuck Bon Chin's got a hot pot! (7) Bellman Larry Wong.



The Anchorage-Westward Celebrates the Fur Rendezvous

The Fur Rendezvous is Anchorage's annual whoop-de-do. Each year Anchorage-Westward staffers join the festivities—and 1965 was no exception! Employee wore costumes of the Gold Rush days. The Anchorage-Westward basketball team took first place in the Rendezvous invitational tourney. The hotel's booth at the Trade Fair was outstanding.

Bell Captain Duane Bernardy labored for endless hours assisting Greater Anchorage, Inc., in planning the celebration. Room Clerk Franz Froelicher, as parade chairman, delivered one of the finest such events ever seen in Anchorage. And not to be overlooked is Rolanda Gonzales, who took the second-place trophy in the beard contest.

It was a good way to forget an earthquake!



(1) Chuck Thomas and Bob Larsen re-enact the Shooting of Dan McGrew. (2) Franz Froelicher was Rendezvous parade chairman. (3) Rolanda Gonzales and his beard trophy. (4) At the Rony Fur Style Show and Award Luncheon, two A/W gals—Rachel Robertson and Eunice Johnson—were named among the Ten Best Dressed Women in Anchorage. (5) Waitress Helen Sullin is pensive. (6) Bellman Bud Barrett was a Rendezvous dude. (7) Michele Ballinger, dressed for the Days of '98. (8) Rita Hicks caught with her hands full. (9) That's Top of the Town manager Bob Klein—not Goodman! (10) Coffee Shop waitress, Jo Fox. (11) When we say Folger, we mean Dorothy. (12) Decker for the Gay Nineties are Mickey Mejia and Marie Johnson. (13) A bunch of the boys were whooping it up . . . (14) Two charmers—Betty Carter and Joanne Murphy. (15) Charles Sherman and Curtis Bodin sport natty neckties. (16) Ann Wise is winsome. (17) Mollie Dielman and Olga Hookstra model pretty Gold Rush dresses. (18) Beauties and the boss! Bob Klein with waitresses Chantal Fisher, Jan Tipton, Jo Ann Loos and Jo Ann Spires.



Oasis

(Left) Bent Hallstein, new maitre d' at The Oasis. (Right) Newlywed Janet (Bogue) Lambert gets a wedding gift from the staff. Presenting are Marge Davis (center) and Jack Gleason, front office manager.

Rainbow



Old-timers at The Rainbow are (l to r, top) Mary Scott, head pantry lady, 39 years; Eva Treager, hostess, 40 years; Fred Kohlmeier, 39 years. (Bottom) Attending the Region 2 Front Office Seminar at The Rainbow were: (top row, l to r) Rennie Wells, Finlen; Steve Butts, Owyhee; Ed Pilkerton, Bannock; Dave Spradling, Boise; Sperm Cummings, Bannock; (middle row) Gene Thill, Rainbow; Louis Martinelli, Cosmopolitan; Bob Simpson, Continental Plaza; Charlotte Moore, Rainbow; Dick Kent, Cosmopolitan; Jim Wilson, Calgary Inn; Dave Yip, Calgary Inn; (bottom row) Lona Wong, Calgary Inn; Audrey Crawford, Imperial Inn; Dorothy Byars, Northern; Arlene Holland, Finlen; Gain Dunbar, Finlen; Sylvia Berg, W.I.H.

Bannock



Robert L. Denton has rejoined the W.I.H. family as new chef at The Bannock.

The hotel is undergoing a remodeling program which will include the Coffee Shop, small meeting rooms and the Cosmopolitan. The latter will be the largest banquet hall in Idaho. Also the finest!

Front Has a Wide Range of Readers!



Deeply engrossed is 17-month-old Anne Carey.

Multnomah



(1) Hal Carey, Jr., front desk clerk, met and married his wife, Sue, when she worked in the reservations office. They now have a real W.I.H. family—two sets of twins! (2) Promoting the Sunday Chuck Wagon Brunch are Sperm Stephens, manager of the Stirrup Room; Morris Busby, Chuck Wagon chef; Milton Estipular, bar boy, and Edna Ford, cocktail waitress. (3) Marybelle Leathers and Mary Burdick help Ethelyn Bensmiller (center) say farewell to the hotel after 20 years of service. (4) Florence Lakey and Bess Madsen are doubly efficient with a new PBX board and electrowriter.

Davenport



The Wine and Food Society's Ladies' Night dinner was an elegant bash. The seven-course dinner — with appropriate wines—was held in the Hall of Doges. The Cordon Bleu Award was at stake as some three dozen lucky members and wives attended.

Helping to make the night a success were (l to r above): Leonard Nardella, catering manager; Murray Hamley, waiter; H. Dean Atkinson, executive chef; Chris Anthis, French entertainer who read and translated the French menu; Ray Jarbeaux, sous chef; Larry May, assistant manager; Pete Grabeldinger, waiter.

Century Plaza

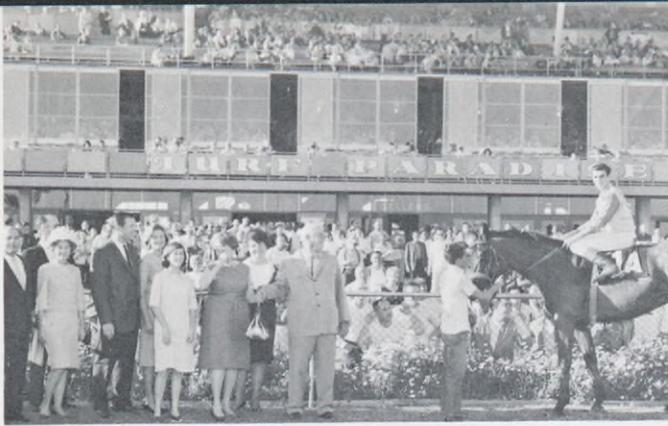


Harry Mullikin, vice president and managing director (right), points out construction progress for "The World's Most Beautiful Hotel." L to r (front row) are: Frederick Quanjer, New York sales manager; Delores Abbett; Jayne Kear; Penny Scott; Jean Wells and Sally Sheals. (Center row): Bruce McKibbin, Chicago sales manager; Larry Morris, coordinator-hotel operations; John Brady, sales manager; William Cummings, San Francisco sales manager, and Joseph Liguorri of the Savoy Plaza, New York. (Rear): Blake Chatfield, director public relations, and John Moore, director of sales.

Calgary Inn

(1) Waitress Flo Tudor. (2) This clever collage is the work of Rudy Mersch, room service. (3) General Cashier Bonnie MacDougall ponders a missing figure. (4) Aste Schmidt whips up a salad. (5) Peter Martin, new assistant front desk manager. (6) Clay Campbell checks the incoming laundry. (7) Western singing star, Johnny Cash, with Cashier Ray Beubien. (8) Quartet in white. Fred Steinmetz, Dominic Minici, Oulli Lotze and Peter Duck. (9) Steward Andy Grebely. (10) Bob Law on the job at the front desk. (11) Linen girl, Darlene Wilms. (12) Gladys Davis and Phyllis Jelks (wo)man the switchboard.





Caravan Inn

Caravan Inn Day at Turf Paradise was a big success for the inn and a horse named In the Pocket. Resident Manager Pat Barrett, Lois Middleton and Mr. and Mrs. Norman Conkle participated in the Winner's Circle festivities. Afterwards the winning owner, trainer and jockey were feted at the Sultan's Table Restaurant.

Boise



The Idaho Cattle Feeders Association showed a magnanimous spirit when they included pork on the menu at the annual convention in Boise. Frank Shields, the group's executive secretary, is shown with five kahlua pigs served by The Boise staff at a Hawaiian luau.

Space Needle

(Top left) Executive Chef Victor Fisher adds the final touch to a lobster order being served by Vi Schooley. (Top right) Constantine Kostomarow prepares a delicious smoked salmon. (Bottom) General Manager Basil Miaullis and hostesses Greta Balint, Ruth McFarland and Judy Shultes prepare to draw weekly "Hearts and Towers" winners who will be eligible to compete for an all-expense trip to Paris.



Benjamin Franklin



Among the service pin winners at the Awards Dinner were: (1) Leona McNerney, 10; (2) Frances Stanton, 10; (3) Jeannie Roberts, 10; (4) Dan Ruby, 5; (5) Judy Huntington, 5; (6) Ethel Atwood, 5; (7) Mary Wong, 5; (8) Rita McDonald, 5. (9) Big winner was Webb Afflerbaugh (center) who received his 30-year pin from W.I.H. execs Bob Linquist and Lynn P. Himmelman. (10) Ben Franklin's natal day (Jan. 17) was celebrated with a special philatelic display at the hotel; Manager Dan McClaskey looks at a sample with D. C. Bartley of the Collectors Club of Seattle. (11) Bellman Scotty Robertson gets a mace and chain prior to a visit to England; Phil Murelaga kibitzes. (12) The staff feted Gordon Stennes, who will be director of sales at the Sir Francis Drake; l to r are Brian Tennant, Lynn Larson, Stennes and Lois Triggs. (13) Tom Itabashi. (14) Hing Luke. (15) Betty Matheson and May Campbell.



Cosmopolitan

(Left) The overhead motto is appropriate for Sandy Carr of room reservations. (Center) W.I.H. and alumni of the Denver U. School of Hotel and Restaurant Management combined to offer a \$500 scholarship. First winner was DU senior Bernard Fritz, second from left, receiving his check from Jack Elliott, The Cosmopolitan's executive assistant manager. Looking on are Ralph Wilson, director of the school, and Mike Emizawa, maitre d' at Trader Vic's and an alumnus. (Right) The fighting busboy, Eugene Reynoso, and his trophies.



Northern

(Left) German Bierstuebe parties are popular at The Northern. Cook Vincent Meza shows off part of the meat display at one of the affairs which features free beer and Alpine hats. (Center) Catering Manager Beryl Jensen draws a glass of the proper beverage for a Bierstuebe. (Right top) Busboy Hilton (whoops!) Shepard. (Right bottom) Desk Clerk Bob Keith.

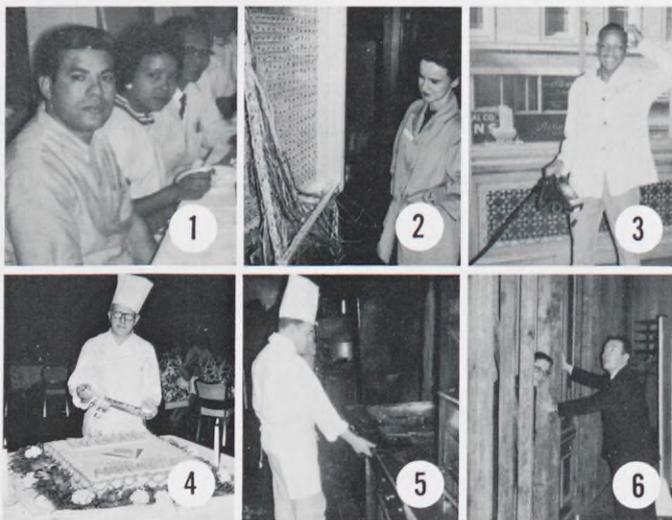
Georgia

(1) Houseboy Lee Hoy. (2) Faye Heitman (seated) and Ruth Garrett visit with Frank Shaw, director of sales for W.I.H. in Toronto. (3) Executive Housekeeper Margaret Williamson, Desk Clerk John Hale and Cashier Britt Engstrom pose. (4) When you read this, The Georgia's new \$45,000 canopy will have been unveiled. (5) Head Bell Captain George Head—27 years with The Georgia—inspects a new Rover 2000 in the lobby. (6) Alert at the board are Fanny Sorenson and Ina Coward. (7) The kitchen crew gathered to honor Nick Klassen (third from left, second row) at Nick's retirement after 14 years with The Georgia.



Sir Francis Drake

(1) Friends treated Houseman Angel Fernandez to a birthday party. (2) Karin Willman checks the jumbled mess which makes direct dialing possible. (3) Quizzical Willy Bryant. (4) Pastry Chef Herbert Lohman prepared this beautiful cake for Union Oil's diamond anniversary. (5) Chef Joseph Huedorf bids farewell to the hotel's old kitchen ranges. (6) Clayne Dice and Harry Payne check construction of the new executive offices.



Cascadian



Assistant Manager Loye Simons surveys one of the models who participated in the fall-winter style shows at The Cascadian (a Western Hotels Industry Service operation).

Manager Jim Funk and his secretary, Betty Kill, coordinated the events.



St. Francis

(Above) Ten-year pin winners pose with the boss. (Back row, l to r) Resident Manager David Plant, Waitress Ruth Simkiss, Bellman George Romios; (front row) Bellman Fred Chapman, Maid Ethel Mae Thompson, Superintendent of Baggage Porters Andy Faiss, Dan London. (Below left) Alex Maikel, new manager of the English Grill, with Hostess Kathe Ossege. (Below right) Assistant Manager Charles E. Greenland (left) lunches with a new assistant manager, Tom Beykovsky.



With W.I.H. In Mexico

(1) Fishing is great at The Caleta. (2) Manager Enrique Lozano of the Hotel Majestic demonstrates the old Spanish technique for drinking wine. (3) Alameda elevator girl, Eva Padilla, thinks Frank Howard of the Washington Senators is a big hunk of man. (4) Bellman Jesus Velazquez, Majestic. (5) Bartender Arturo Gaytan, Hotel Francis. (6) Esperanza Martinez, secretary to The Alameda's manager. (7) Manuel Lopez Perez, sales director for W.I.H. in Mexico.



The Western Camera Clicks

(1) Jane Carter, supervisor at Boeing Cafeteria, meets President Johnson. (2) Pantry woman Jessie Van Sinderen has retired after 18 years with The Leopold. (3) Twenty-year gals at The St. Francis: Florence DeFreitas, Evelyn Burnham and Lena Scovena. (4) Bartender Kai Blickfield mixes a martini in honor of the newly decorated Oak Room, St. Francis Hotel. Marty Held and Warren Spillane await the results. (5) Hazel Hedges performs at the organ in The Cosmopolitan's Imperial Room. (6) The Multnomah's Grace Towne and Mildred Nourse celebrating a birthday; the correspondent didn't say whose. (7) Sylvia Berg (left) will lead a W.I.H. employees' tour to The Ilikai, Honolulu, where Barbara Rickles (right) has signed on as public relations director. (8) Peg Boltman of The Ben Franklin is expressive. (9) Dave Plant gets his 10-year pin at The St. Francis. (10) The Ben Franklin's Vicki Siegel. (11) Jack Benson, sous chef at The Boise, prepares a luau. (12) Manager Jim Allen poses with his crew at the Pacific Car & Foundry cafeteria. (13) Rolanda Gonzales of The Anchorage-Westward.



a new and elegant and very Continental kind of a place on North Michigan Avenue . . .

From its unique roof-top resort (complete with heated, open-air swimming pool, gym, free saunas and steam bath facilities) . . . to its elegant Consort specialty restaurant on the 16th floor, exciting Cantina show lounge, quaint Cafe Lautrec and Paris-flavored Apache room . . . to its 400 custom-designed guest rooms and suites, The Continental Plaza truly has something for everyone seeking luxurious living, fine dining and distinctive entertainment in Chicago.

The Continental Plaza in Chicago



600 feet out in space, halfway to the stars . . .

Rising 607 feet above the city skyline, Seattle's famous Space Needle is like no other place on earth! Here, swift space capsule elevators-with-a-view whisk visitors to the top in a mere 43 seconds. Out-of-this-world food, cocktails and ever-changing views can be enjoyed in Western International Hotels' beautiful Space Needle revolving restaurant. (It rotates a full 360° every hour!) Above is the glass-walled Observation Deck with indoor and outdoor viewing decks. By sun or starlight, The Space Needle is an unforgettable Western International Hotel property to recommend to your guests!

The Space Needle in Seattle

