

WESTERN GUEST

May-June, 1964

The Space Needle - Seattle - A suspended-in-space kind of a place



WESTERN GUEST

Published bi-monthly for the Very Special Persons who stay in Western International Hotels



WESTERN INTERNATIONAL HOTELS

Executive Offices:
The Olympic, Seattle
Edward E. Carlson, President

HOTELS AND MOTOR INNS

UNITED STATES

ANCHORAGE: Anchorage-Westward
BELLINGHAM: Leopold
BILLINGS: Northern
BOISE: Boise, Owyhee Motor Inn
BUTTE: Finlen Motor Inn
CAREFREE: (Scottsdale) Carefree Inn
CHICAGO: Continental
DENVER: Cosmopolitan
GREAT FALLS: Rainbow
HONOLULU: Colony Surf
JUNEAU: Baranof
LOS ANGELES: Century Plaza (1965)
PALM SPRINGS: Oasis
PHOENIX: Caravan Inn
POCATELLO: Bannock Motor Inn
PORTLAND: Benson, Multnomah
SAN DIEGO: (Coronado) Del Coronado
SAN FRANCISCO: St. Francis, Sir Francis Drake, Maurice
SEATTLE: Olympic, Benjamin Franklin, Edmond Meany
SPOKANE: Davenport
WALLA WALLA: Marcus Whitman

CANADA

CALGARY: Calgary Inn
VANCOUVER: Bayshore Inn, Georgia
VICTORIA: Imperial Inn

MEXICO

ACAPULCO: Caleta, El Mirador
CULIACAN: Los Tres Rios Motor Hotel
MEXICO CITY: Alameda, Francis, Majestic, Ritz
MORELIA: Virrey de Mendoza
SALTILLO: Camino Real de Saltillo (Fall, 1964)
TAMPICO: Camino Real

GUATEMALA

GUATEMALA CITY: Biltmore

JAPAN

HAKONE: Kowaki-en
KYOTO: International
NAGOYA: International
TOKYO: Kokusai-Kanko

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YAKIMA ZEnith 9733

Vol. II, No. 5—May-June, 1964

COVER

This dramatic view of the Space Needle at sunset, aptly portrays the allure of this unique and beautiful structure which rises 607 feet above Seattle's spectacular skyline.

TONIGHT AT THE SPACE NEEDLE

Page 3

Journey out in space—halfway to the stars. Ride skyward in the swift space capsule elevators-with-a-view . . . dine in Western International Hotels' magnificent Space Needle revolving restaurant . . . seek the Observation Deck for unforgettable scenic views. By sun or starlight, you'll find the Space Needle an enchanting, unforgettable place.

EAST MEETS WEST AT THE CONTINENTAL

Page 4

Now eastern travelers may enjoy the wonderful Western International Hotel brand of hospitality at The Continental—Chicago's newest, most elegant hotel.

ON THE GO

Page 6

If you have time to tarry awhile in some of our Western cities, here's a handy guide to interesting events scheduled around the West during May and June.

ANNOUNCING—THE CENTURY PLAZA IN LOS ANGELES

Center Spread

In November, 1965, Western International Hotels' Century Plaza—twenty stories and one million square feet of luxury living—will open its doors to the world. Allow GUEST to give you a sneak preview of what is destined to be the most exciting resort and convention hotel of the century.

AN OPEN AND SHUT CASE FOR SANDWICHES

Pages 8, 9

A commentary on those always satisfying, often common, sometimes diverting, quick-to-fix, lovely bits and hunks of bread and goodness so widely acclaimed by one and all.

ALASKA WAS SHAKEN—ALASKANS WERE NOT

Pages 10, 11

What happened in Anchorage the morning after the Good Friday disaster. A first person, human story by Gordon Bass, Senior Vice President, Western International Hotels.

BACK COVER

The Benson on Broadway, in Portland, Oregon, is one of the few remaining great hotels—offering the finest of everything for its guests' complete pleasure and comfort. Should you seek solace there soon, you'll find its Holiday Magazine award-winning London Grill, intimate Piccadilly Bar and exotic Trader Vic's without peer.

in Los Angeles in
November, 1965
The Century Plaza

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SEATTLE'S SPACE NEEDLE

"Nothing Can Top It!"

From horizon to horizon the view sweeps across snow-capped mountains, over forest, lakes, ship-dotted harbor waters, and the reaches of metropolitan Seattle.

Sunset turns the peak of Mt. Rainier into a rosy cone, and the lights sparkle on—twinkle in the distance, and blaze through the arches of the famed Pacific Science Center 500 feet below.

Dinner at dusk in the Space Needle is incomparable.

As if the view were not enough, the cuisine is unforgettable, too. Featured in the menu are delicacies of the Pacific Northwest, ranging from Dungeness crab legs to filets of Puget Sound salmon, a chilled cocktail of Washington State fruits, or Gravenstein apples in a flaky pie topped with Tillamook cheese.

Breast of Chicken Epicure is there (enriched with truffles, almonds, and a whisper of exotic spices); Macademia Nut Pie is there. Hovering over you to provide smiling service are a hostess in a distinctive gold suit and waitresses whose costumes are gold, tangerine or brown. You will remember these friendly people, you will enjoy the fine food—but undoubtedly your first Space Needle dinner will be most memorable for the view.

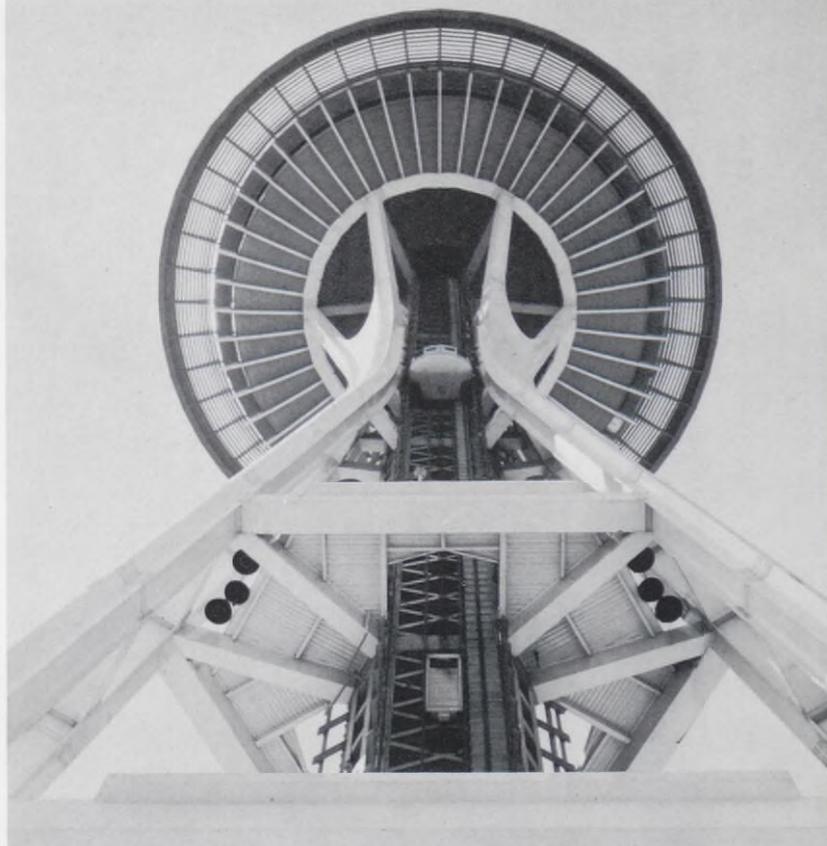
"The scene from your commanding table on the rim of the slowly circling disk will add delight to these outstanding foods," says the menu. "At night, under the stars, you can imagine yourself on a voyage in space."

The Space Needle *was* built as a symbol of man's aspirations to reach to the stars—the most talked-about and visited building at the 1962 Seattle World's Fair.

It started as a dream of Western International Hotels President Edward E. Carlson when he and Mrs. Carlson paid a tourist's visit to Germany's Stuttgart Tower in 1959.

Back to Seattle went a postcard to his co-workers planning the exposition with a "Century 21" theme.

Let's have something like this at our fair," he wrote—"we could call it the Space Needle."



Looking up, the Space Needle rises 607 feet above Seattle's skyline, (see cover). At the 518 foot level is the indoor-outdoor Observation Deck and at 500 feet is the unique revolving Space Needle Restaurant. Gold colored space capsule elevators-with-a-view speed visitors to the top in a mere 43 seconds.

The magnitude of the dream tower idea was contagious—but practical aspects led the planners, the four major private investors who financed it, through many difficult channels before it was approved for construction.

The Space Needle had to be soundly conceived as a concrete and steel structure which would last lifetime after lifetime. Because it was the "child" of businessmen, it was also carefully planned as a venture which would return the \$4,000,000 investment. Both of these requirements were met amply.

What no one knew then—or experiences now until he actually visits the Space Needle—was the emotional impact which is created by this unique place.

"Our" Space Needle is the first spot Seattleites recommend to their visitors. Although it has been on the horizon for a scant two years, looming above the hillside homes—it is the landmark they point out, and even on days when one can't see Mt. Rainier—*there's the Needle*.

Brithday parties, anniversaries, grandmothers' special lunches with grandchildren—every day is a holiday for someone who has come there.

Western International Hotels has operated The Space
(continued page 7)



Chicago's new Continental offers the ultimate in luxury hotel living.

Western International Hotels proudly presents...

THE CONTINENTAL on North Michigan Avenue, Chicago

Here is Chicago's newest, most elegant hotel. And here, literally, East meets West. For now The Continental offers eastern travelers the wonderful food, hospitality and impeccable service Western International Hotels' guests enjoy throughout the Western world.

The Continental is indeed an elegant place. Rarely does this oft-used word apply so aptly. The new hotel mingles graciousness and luxury with a welcome warmth and gaiety for all who seek excitement and the full pleasure of living. And its elegance, its *joie de vivre* are reflected everywhere.

The Continental's 400 beautifully decorated, custom-designed rooms, studios and suites feature king-size beds, high fidelity entertainment, crystal-lit dining areas, built-in bar-refrigerators, color television, individually controlled air-conditioning and other extraordinary conveniences for a guest's maximum comfort.

The Cafe Lautrec, a quaint specialty restaurant styled with the flair of a French Provincial countryside inn, serves gourmet food from early morning to the late supper hour . . . and cocktails in the adjoining Lautrec Lounge and piano bar.

The lavish Chateau Continental, located on the 16th level

overlooking Chicago's impressive skyline, offers international cuisine, select wines and liquors, the magic sounds of strolling musicians and dancing amid an atmosphere of soft lights and sophistication.

The Club Continental, a unique roof-top resort, boasts a heated, open-air swimming pool, sundeck, Finnish Sauna baths, gym facilities and masseurs, as well as choice food and beverages for a heavenly hiatus from earthly cares.

Versatile, abundant meeting facilities accommodate business or social gatherings of 1000. And a convenient location on Chicago's main downtown thoroughfare places The Continental within minutes of business centers, smart shops, the lake front, gay Rush Street nightlife, the boutiques and bistros of Old Town, everything a guest may desire.

It is these and other exclusive Continental features that make Western International Hotels so justifiably proud of this newest addition to their ever-expanding activities in the travel world. Donald L. Allison, general manager of the hotel, personally invites you to experience the wonderful Continental way of life, whenever Chicago is your destination. Come soon.





Unisphere[®] presented by  United States Steel © 1961 New York World's Fair 1964-1965 Corporation

FLY UNITED AND ENJOY MORE TIME AT THE WORLD'S FAIR

For most people, a travel opportunity such as the New York World's Fair is a must-see event. And to be sure there's enough time to see all the exhibits (it takes 96 hours to do this), many families will fly to and from New York and turn driving time into Fair-going time.

Each day we're confirming more and more family reservations to the Fair, many for United's popular One-Class Family Plan—the head of the family pays a price that's close to coach, his wife and children aged 12 through 21 travel at 25% off, children aged 2 through 11 travel at half fare—and all enjoy that first-class feeling. Family Plan applies from noon Monday to 6 A.M. Friday.

As a service to travelers, United offers a special World's Fair Kit for only \$1.

This value-packed Fair Kit features Doubleday's Complete Guide to New York, the 210-page volume (16 pages on the Fair) with easy-to-follow maps of the N.Y. area, notes

about all the famous restaurants, shopping and hotel information, and more. Alone, this book would cost you \$1.95!

Also in the kit: United's World's Fair Checklist with color-coded maps to help you find your way around the Fair. United's Vacation Plan Folder describes United's many New York vacations from 3 days up. Prices include hotel and special sight-seeing trips. You'll also receive United's New York Flight Schedules. Since United offers more jets from more U. S. cities to New York than any other airline, you can plan to arrive at the earliest possible moment, and stay until the latest.

To order your World's Fair Kit, just send your name and address, along with \$1, to United Air Lines, Dept. WG-5, P.O. Box 727, Garden City, N. Y. 11531.

And to make doubly sure your visit to the Fair is all it can be, ask your Travel Agent (or us) to make your reservations on United Air Lines.



THE NATION'S LARGEST AIRLINE / KNOWN FOR EXTRA CARE

May-June Calendar of Events In Western International Hotel Cities

CITY	DATE	EVENT
Bellingham	May 4-10	Northwest Blossomtime—Grand Parade, Dog Show, Boat Races, Queen Coronation and Pageant
	Mid-June	Lummi Indian Stommish between Gooseberry Point and Lummi Island
	June 14-July 27	Alpine Racing School—Mt Baker headed by Franz Gabl, Austrian Olympic Ski star
Billings	June 26-28	Midland Empire Horse Show
	June 27	Western Days Parade
Boise	May 6-31	Annual Idaho International Photographic Exhibit
	May 11-16	Boise Music Week
	May 30	Trout Season opens
Calgary	May 22-June 8	Annual Spring Race Meet
Great Falls	May 14-15	Montana Stockgrowers Association
	June 17-19	Scandinavian Fraternities of America
Honolulu	May 1	Lei Day, Hula Pageant at sunset
	June 11	Kamehameha Day, Floral Parade
Juneau	Daily through Summer	Tours via Ore Car through Alaska-Juneau Gold Mine, with 30-minute Stage Comedy
Phoenix	May 1-3	Shrine Circus, State Fairgrounds
	May 3	Manifest, German-American Society
	May 23	Gymkhana, Black Canyon Saddle Club
Pocatello	June 22-29	State Men's and Women's Golf Tourney
Portland	May 1-3	Pageant of Feathers, Memorial Coliseum
	May 18-23	Oregon Camera Club Exhibit
	May 21-23	Outdoor Living Show, Lloyd Center
	June 5-14	Rose Festival
San Diego	May 9-24	Julian Wildflower Show
	May 13-17	Sun N' Sea Festival, Imperial Beach
	May 13-17	Escondido Citricado Days
	May 31	Corpus Christi Fiesta, Mission San Antonio
	(June 9 through September 13)	National Shakespeare Festival
	June 13-14	Camp Pendleton Rodeo, Miss Southern California contest
San Francisco	June 14	Home Show, Cow Palace
	April 24-May 3	Annual Rose Show, Hall of Flowers
Seattle	May 3	Opening, Seattle Center
	May 1	Rhododendron Show
	May 15-17	Car Show, International Car Association, Seattle Center
Spokane	June 20-22	Diamond Spur Rodeo
	May 6-10	Lilac Festival
Vancouver	May 9-17	Horse Racing, Exhibition Park
	May 1-2	Harness Racing, Paterson Park, Ladner, B. C.
	May 9	B. C. International Trade Fair, Exhibition Park, P. N. E.
Victoria	May 13-23	Pacific Maritime Festival
	June 20-28	Victoria Day, Holiday Weekend
	May 16-18	Swiftsure Race, 136-Mile Open Sea Venture
	May 30-31	




Century Plaza

In November, 1965, Century Plaza will open its doors to the world.

Here in Century City—adjoining fashionable Beverly Hills in West Los Angeles, and at the crossroads of Western and Eastern cultures—will be one of the world's most dramatic hotel structures ... a graceful, curving arc nearly 450 feet long, in a setting of incomparable natural and man-made beauty. The entire Century Plaza concept was created for Western International Hotels by the world-renowned architect, Minoru Yamasaki, recent subject of a *Time* magazine cover story. More than three acres of the hotel's six-acre property will be devoted to Japanese gardens, fountains,

sculpture, winding paths, putting greens, a large swimming pool, diving pool, and a spacious terrace where refreshments will be served. Inside, fresh new ideas, new dimensions in hotel design, make Century Plaza the most exciting resort and convention hotel of this century. In Designer Yamasaki's own words, Century Plaza will be "warm and inviting, giving its guests a real sense of celebration and festivity... intimate-feeling, yet alive and exciting."

Century Plaza
Avenue of the Stars, Century City, West Los Angeles, California
A Western International Hotel

GUEST ACCOMMODATIONS

All 800 of Century Plaza's guest rooms and suites will command wide, panoramic views of the city. Approximately half the rooms will face the luxuriant gardens, half will front on the stately Plaza. Because the hotel is situated on a gently sloping hill, floor-to-ceiling windows will bring magnificent vistas of the sea, the mountains, and the glittering lights of Los Angeles to Century Plaza guests, even to those on the lower floors. Unlike most hotels built in recent years, all Century Plaza rooms are large. Each room also has a 16-foot-long balcony-lanai. All rooms will have oversized beds...the single beds will be prince-sized; the doubles, king-sized. All rooms will have foyer entrances, double-sized closets, marble-countered bathrooms, mirrored dressing tables, ice-making unit and bar, electric blankets, color television, and selective, piped-in music. (Like to hear the news while you shave? An extra speaker is installed in every bathroom.) A new kind of precision-control air conditioning system will allow each guest to adjust his room temperature to the exact degree he wishes. A large section of every room will have its own living-dining area for relaxation and entertaining, with a choice of sofa-chair or all-chair groupings; two pull-up chairs, a coffee table, and a game table are included in the furnishings. Unusual lamps, *objets d'art*, and original paintings will grace each room. Décor throughout the hotel will be transitional...a harmonious blending of the best of traditional and contemporary designs from all parts of the world. Fabric and carpet colors will be warmly and invitingly hued, so as to recreate the hospitality of one's own home. Handcrafted combinations of stone, wood, leather, metal, and ceramic textures will further enhance Century Plaza's international feeling. Each floor will have four large one- and two-bedroom suites. The penthouse floor will have 13 one- and two-bedroom suites, plus two magnificent six-room suites, each with five baths, dining room, and butler-pantry facilities. At very few of the world's other great hotels do travelers have the wide choice of luxury accommodations to be available at Century Plaza.

CONVENTION FACILITIES

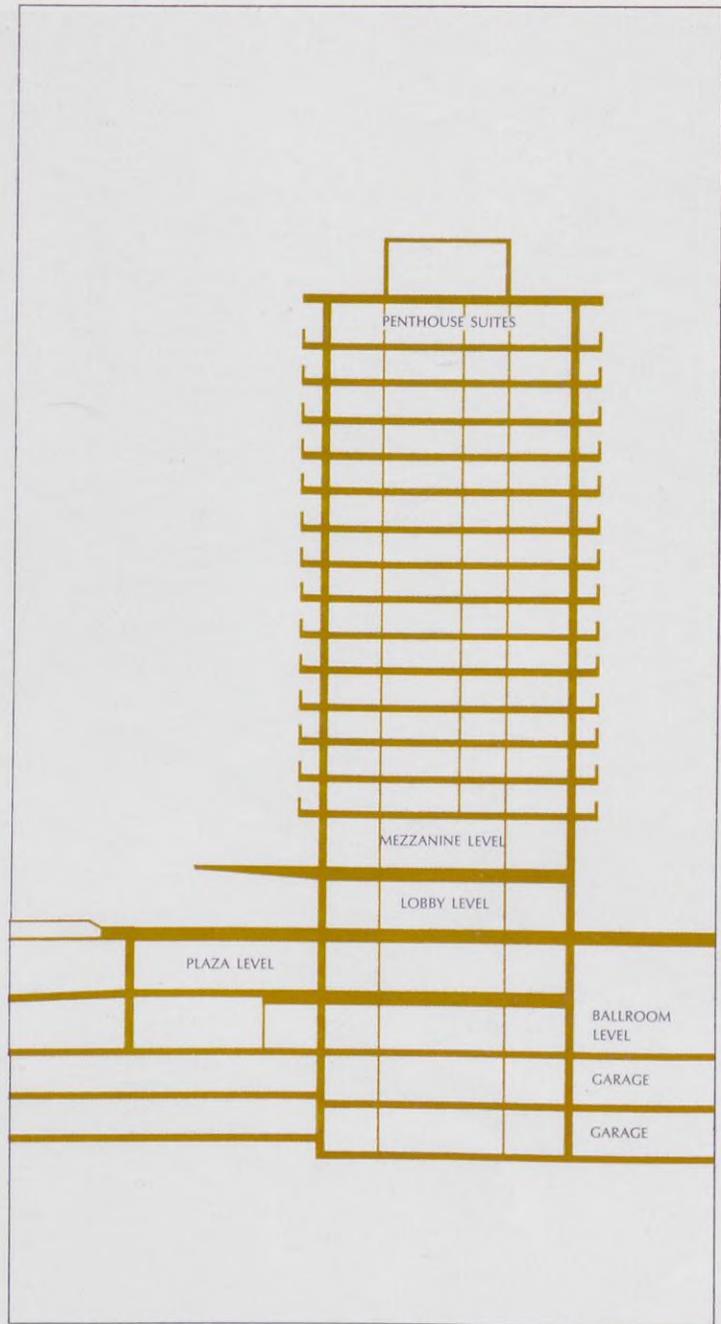
The main ballroom of Century Plaza is the largest such room west of Chicago, with 24,461 square feet for wining and dining 2,000 people. The ballroom and meeting rooms will occupy one entire level of the hotel; the ballroom will have its own private automobile entrance-ramp. Thus, thanks to Architect Yamasaki's ingenious planning, arriving guests may go directly to the ballroom, with-



out the confusion and delay of mingling with lobby and restaurant traffic. The room's tiered levels and absence of columns assure clear, unobstructed viewing from every table. At one end of the room is a large stage and orchestra area for theatrical and musical productions; the stage will have the latest in lighting and acoustical equipment, as well as commodious dressing rooms. For smaller functions, Century Plaza's versatile ballroom can be partitioned into two or three more intimate rooms. Adjacent to the ballroom are 10 private rooms for meetings and exhibitions. On the mezzanine level are nine handsomely appointed "board rooms" for social and business entertaining. Whether planning for 20 people or 2,000, Century Plaza will have the flexibility of space, facilities, and staff to make the affair a memorable one.

FOR YOUR PLEASURE

Fun at Century Plaza begins at the garden area. Here one can swim, sun, shop, sink a putt, or sip a long cool drink under a Japanese parasol. Stroll indoors and browse among the plaza level's fascinating specialty shops, which will be a veritable bazaar of unusual gifts and apparel from all over the globe. For informal dining, one of Century Plaza's restaurants will feature the best of American dishes in a relaxed atmosphere. Another café will specialize in gourmet food and wines. Continuous entertainment will be offered in the Hong Kong Bar. A late snack? Century Plaza's fountain will be open 24 hours a day. At the lobby level are the guest-registration desk, travel information, car rentals, ticket reservations, additional shops, a drug store, a bar, and the hotel's spacious, two-story main lounge. This hospitable lobby will combine the elegance of a drawing room with the comfort of a favorite easy chair. From the lobby level, escalators will glide guests to and from the plaza and ballroom levels. Two subterranean levels are devoted entirely to parking and automobile-servicing facilities. Two strategically separated banks of four elevators each will minimize walking distance from elevators to all rooms and suites. Elevators at Century Plaza will be swift and—for light sleepers—silent. All elevators will descend to the garage levels. The service will be in the Western International Hotels tradition that warmly welcomes every guest and spares no effort to make his stay a memorable one. Special assistance will be given visitors from abroad. Costumed employees throughout the various public rooms will keynote the mood and theme of each room, in keeping with the international flavor of Century Plaza.



Getting your bearings. Century City is the new five-hundred-million-dollar development now being constructed by Aluminum Company of America. Many buildings in this "city within a city" are now underway or completed. Eventually this stunning complex will include a complete shopping center, luxury apartment buildings, and high-rise office structures, some of them soaring thirty and more stories. But all is not glass and aluminum and concrete. To assure Century City a parklike atmosphere, scores of acres are reserved for flowers and trees and birds. And destined to be the social, cultural, and entertainment center of all Century City is the Century Plaza.

Century City is primely located in what is considered to be the finest section of Los Angeles. Bounding the City on the north and south are the exclusive Los Angeles and Hillcrest Country Clubs; to the immediate east is fashionable Beverly Hills; to the west is the beautiful suburb of Westwood and the U.C.L.A. campus; adjoining the 180-acre Century City property to the south and east is the world-famed motion picture studio of Twentieth Century-Fox. From Century Plaza, the ocean is but 10 minutes away... Hollywood about 20 minutes, Dodger Stadium and downtown Los Angeles about 25, Hollywood Park and Santa Anita race tracks about 15 and 40 minutes, respectively, and Disneyland about an hour. Populous San Fernando Valley to the north and International Airport to the south are each about 20 minutes away. Three minutes away, the nearby Santa Monica and San Diego Freeways link Century City to all parts of Southern California. Airport helicopter service will be available to Century Plaza guests.

Twenty stories and one million square feet of luxury! Western International Hotels takes great pride in announcing the addition of beautiful new Century Plaza to its family of 40 hotels which now spans nearly half the globe. Soon Century Plaza will join such distinguished hostelries as the new International in Kyoto, Japan—the Colony Surf in Honolulu—the Olympic in Seattle—the St. Francis in San Francisco—Hotel Del Coronado in Coronado—the Cosmopolitan in Denver—the Alameda in Mexico City.

For further Century Plaza information, please write or call Harry Mullikin, Vice President and General Manager, Century Plaza Hotel Co., 1801 Avenue of the Stars, West Los Angeles, California 90067. Telephone 277-0200 (area code 213) TWX-213-273-3297.



WESTERN INTERNATIONAL HOTELS

Executive Offices, Olympic Hotel, Seattle, Washington.
Edward E. Carlson, President



Outdoor view, Observation Deck.

(continued from page 3)

Needle Restaurant from the beginning, just as they also manage the souvenir shops and snack facilities on the upper deck promenade.

Unbelievable crowds stood in line during the Fair to travel to the top at the rate of 800 feet per minute (that's 43 seconds!) in the gold-colored space capsule elevators-with-a-view.

Would people still come visit, dine and enjoy the Needle after the Fair? This question was a logical one—and the answer is that hardly anyone has to wait any more, but the steady stream of guests continues from 11:30 a.m. to legal closing time, seven days a week, every week of the year.

For one thing, everyone is welcome. There is no restriction on dress, no minimum requirement on the amount of your check. Guests may linger at their table beyond the hour it takes for the restaurant turntable to revolve completely—and no one hints they should hurry to leave.

Heads of state, such as Prince Philip, Duke of Edinburgh and the Shah of Iran, film stars and TV luminaries have graced the window-side tables.

Each Thursday morning, KING-TV broadcasts its "Telescope" show live from The Space Needle Restaurant—and the ladies who participate at the breakfast function enjoy the experience fully as much as the famous personalities featured.

From six to ten o'clock daily, popular announcer "Frosty" Fowler beams his KING radio show from the Observation Deck.

Yes, The Space Needle is still open, still turning, and still "the" place to go. Come see for yourself—and be welcome.



Even the Space Needle's elevators have a view.

The Space Needle Restaurant, overlooking the city at night.



An Open and Shut Case for SANDWICHES

by Gina Tucker

Assistant Director Food & Beverage
Western International Hotels

It's midnight and you're hungry. You want a "light" lunch. Unexpected guests are arriving for dinner. It's a lazy sort of a day and no one feels like cooking. Another batch of lunch boxes yawn emptily.

What is the virtually universal solution? Sandwiches, of course. Those always satisfying, often common, sometimes diverting, quick-to-fix, lover-ly bits and hunks of bread and goodness.

The call for sandwiches plain and fancy, hot or cold, is un-ending. They're equally at home at the rushed noonday lunchtime and for evening snacks—the ladies day tea and the formal dinner, complete with cocktails.

Almost no restaurant excludes them—from the most casual of beach-side or road-side snack stands to the most elegant of Western International Hotel specialty rooms (where, we must hasten to inform you, unusual fillings, creative preparation, exceptional garnishes *do* make the difference between an ordinary sandwich and a sandwich *extraordinaire!*).

They are as familiar a sustenance to the social butterfly as they are to the busy executive who conceals them neatly in his officious looking, genuine cowhide attache case . . . and to the youngest Huck Finn or Little Miss Muffet who carries a lunch pail.

According to popular history we can thank an English nobleman named John Montagu, the fourth Earl of Sandwich, for this versatile menu mainstay. Because he could not, even for the briefest moment, relinquish either of his favorite sports—gluttony and gambling—the Earl devised this means of eating his meals out of hand so that he might indulge both fetishes simultaneously.

From this simple and expedient idea of squeezing pieces of meat or fowl between bread slices, a grand tradition was begun. But considerable credit is due the many imaginative cooks and chefs since then who have come up with 1001 delicious sandwich mixtures—and who have embellished and perfected sandwich making to the point that modern hostesses even find them ideal for entertaining.

This entertainer's delight is called a full-supper sandwich. It is actually a couth relative of the Dagwood, brought out of the kitchen into the dining room or patio. A vast array of various fillings, toppings and breads are set forth attractively and guests are invited to help themselves, varying the proportions as they please, to satisfy both their appetites and creative urges.

A variation of this is the hot open-face sandwich, with sliced ham, chicken, roast beef, turkey, cheese or a combination of these, stand ready upon slices of bread waiting to be smothered with a specialty sauce and popped under the broiler until bubbling just before serving individually.

The beauty of the full-meal sandwich is obvious. The little fuss and muss involved in preparation and cleanup is negligible. Yet it is tasty and filling enough for even the inveterate three-course dinner man.

In general, enriched white bread and sometimes cheese bread, is best for sandwiches containing containing chicken or other delicately flavored fillings; whole grain bread, rye and pumpernickel for spicy smoked meats, full bodied cheese and salad miniatures. Sweet rolls, or breads such as raisin or nut, combine deliciously with sugar cured baked ham, and cream cheese, jams, jellies and the like.

Still, no hard fast rules exist that determine which of the grand variety of breads available, or which filling, makes the best sandwich. The possibilities are infinite.

For sandwiches may be as high, as wide, as handsome or as diminutive as appetites and taste dictate.

They may range from simple simon peanut butter, to a neatly stacked triple-decker club, to mile-long and hearty Poor Boys, to sky-high, good old fashioned Dagwoods, to the perennially popular burger or hot dog on a bun, to a sophisticated open face.

Here we illustrate and describe only a very few of the tempting bits of sand-wichery from our culinary mandrakes. We'll be very candid about our intent: to entice you into visiting one of our Western International Hotels' dining rooms at the very first opportunity. Only there can we unfurl our full range of sandwich lore and satisfy your yen for epicurean adventure ala sandwiches, as it has never been satisfied before!

WESTERN INTERNATIONAL HOTELS' SANDWICH SMORGAS-BORD. On the garnish tray upper right: sliced cucumbers and tomatoes, green olives, fruit gelatin, cole slaw, ripe olives, cottage cheese, sweet pickles, carrots and celery, devilled eggs, dill pickles. On the bread board lower right: sandwiches with bacon, lettuce and tomato; egg salad, imported sardine, ham salad, salami and cheese, smoked tongue and swiss cheese, ham and cheese, chicken salad. In the foreground on cutting board: beefburger with lettuce, tomato and relish on toasted sesame bun, sliced imported salami, chips, sourdough French bread. Open face sandwiches on silver plates: crab and cheese, barbecue salmon on toast, a Wisconsin of breast turkey and baked ham with cheddar sauce on toast, chicken poulette of sliced turkey and asparagus spears with mushroom sauce. Center: A lettuce, bacon-tomato and chicken club; frankfurter on bun. Top: fresh fruit compote.





Gordon Bass

ALASKA WAS SHAKEN— ALASKANS WERE NOT!

by Gordon Bass, Senior Vice President Western International Hotels

Note: Gordon Bass, Senior Vice President of Western International Hotels, serves as supervisor, among many other duties, of the Anchorage-Westward Hotel in Anchorage. The day after the Alaska earthquake, he and Bob Lindquist, General Manager of The Olympic Hotel (and, incidentally, a former Anchorage City Councilman) went to the earthquake-stricken city to assess damage to the new Anchorage-Westward and to help Bill Quinn, General Manager, solve structural and operational problems. Following is Bass's report of their experiences as they happened:

Good Friday at 5:36 p. m.: the quake hit Alaska, and all we are receiving is radio news reports.

The phone starts ringing asking about relatives, but we do not know.

Saturday A. M.: I can't sleep and am taking a shower at 5:30. Bill Quinn's brother, Chef Louis Capilla's brother, John White's sister-in-law, and many others—call worried about their loved ones.

We arrive at the office about 8 A. M. and are glued to the radio hoping for news about our people but we don't get it.

By noon Saturday the decision is made for Bob Lindquist and me to go to Alaska and try to be helpful.

We prepare ourselves with warm clothes, flash lights, money, and candy bars in case there is no food.

Saturday evening at 7:15 P. M.: the plane arrives from Anchorage and Bob and I talk to a few people and learn that our fellow employees are probably OK. We immediately call Edward Carlson and tell him to pass the word on to worried parents and relatives.

Finally we are on the way and feel better. At least we are doing something. The plane is packed with newsmen, cameramen, and executives hurrying home to check their businesses.

We finally arrive at the Army Base amidst much activity and are directed to a building with no lights—a large chimney has crashed into the middle of the waiting room.

We meet an old friend, Kelly Foss who thinks he knows a friend who has a place to stay.

Oddly, lights are on in part of the town.

We look for Bill Quinn. Find him by telephone quite quickly. It's amazing that some phones are working.

Sunday A. M.: we go to the Police Station to meet the Department Heads and get a permit from the Military to go to the hotel. There are about twenty of us.

Chef Louis Capilla and his crew start the coffee with water from a large banquet coffee urn. We heat by Sterno.

There are no lights, no heat, no running water, and of course, no sewers are connected.

Soon the water is hot. Postum is our substitute for coffee.

Phyllis Stern, our catering secretary, comes out of the darkened kitchen with a tray of colored eggs, and we realize it is Easter.

Bill Quinn, Bob Lindquist and I start our first inspection trip through the new tower building. Bill points out the damage to the steel. There is much plaster damage—almost every TV set is tipped over. The pictures are either on the floor or tipped at goofy angles, and all of our new beautiful lamps have been knocked over, a great number of them shattered. Fortunately very little furniture is broken.

We arrive at the end of our 15 story climb, the Top of the World Cocktail Lounge. It had been under construction, and we are pleased to see the damage is limited to only five cracked windows.

Then we visit the new Petroleum Club, also on the 15th floor, which had been opened only two weeks.

The crackers, glasses, silverware and napkins are on the floor. The only thing still on a table is one Martini half gone. Fortunately there is not a great deal of damage and no broken windows.

We sit down and come to the decision that we need experts to help evaluate the problems. We need to get word to the Executive Offices. John Kelly of Seattle, who had been hanging draperies in the new tower addition, is leaving to fly south so we ask him to act as the courier for our message to Mr. Carlson.

We ask Mr. Carlson to send to Anchorage Bob Durham, our architect; Neil Macdonald, the structural engineer; Dick Stern, the mechanical engineer; and Fred Ramhorst, the contractor from J. B. Warrack Construction Company.

Back on the main floor we continue the tour of the kitchens and view the broken china and glassware. A thousand broken dishes make an awful mess on a tiled floor, but fortunately the principal equipment appears to be in good condition.

We visit the bars and storerooms. Glasses and broken whiskey bottles are on the floor in a sticky mess. The odor of Galliano seems to dominate the various odors.

We then tour the older buildings (the entire hotel complex includes four buildings of various ages) that have fewer stories and find them to be in good condition.

The pictures, lamps, and TV's are askew and there is plaster damage but we see hope of getting them in shape for business quickly.

3:00 P. M. on Easter Sunday: we are told by the Military Police to leave the building. We are told that everyone must be out of the downtown area due to the curfew. We agree to meet the next morning at 7:30 at the Police Station.

Bill Quinn and Al Doherty, the Chart Room Manager, who had been living at the hotel are staying at the home of Petie Naugle, one of the cocktail waitresses. She had also opened her house to her brother, and the basement apartment was given to a family of four who had lost their home. Petie's home, which she occupied alone, is now housing eight persons. There is no heat but it does have a fireplace. Fortunately her home has water (but it must be boiled) and luckily there is electricity. Bill Quinn turns out to be a good bartender, and Al Doherty a fine meat cook, and Petie's brother throws a marvelous salad. We relax a bit and have our Easter dinner and talk, talk, and plan, plan, plan.

Bob Lindquist and I have a room in the home of a friend a few blocks away, and it has heat but no water. You quickly learn why dogs scratch or bark to go outside.

Monday A. M.: We meet as scheduled at the Police Station, get our permit to enter the hotel. It is getting colder and colder in the hotel,



Bass and Bill Quinn (right) survey damage to a cracked (now repaired) wall.



Architect's drawing of the Anchorage-Westward Hotel, as it will look when completed and opened later this month. The hotel suffered no major damage in earthquake, is back in business and will open new facilities a little behind schedule. Top of the World cocktail lounge is located in area behind slanted windows on top floor.

but John Balog, the chief engineer, and little Joe, his assistant, have drained the water from the heating system to prevent freezing.

We again have coffee and Easter Eggs for breakfast and start the job of cleaning. You wonder where to start but the experts of the departments take over. Jean Turner, the Executive Housekeeper, along with Dave Jones, the Assistant Manager, direct the job of cleaning the rooms and hallways.

Chef Louis Capilla and his crew take over the kitchen cleaning. John White, the catering manager, Phyllis Stern, his secretary, Petie Naugle, and Mollie Dielman, waitresses, start the arduous job of cleaning the bar and Chart Room. Another crew is in the Coffee Shop. There is no running water but somehow everything in these areas gets a thorough cleaning.

9:30 Monday morning: The experts we had requested twenty hours before, walk in. We feel encouraged.

We start the job of another inspection of the 15 story building. The architect, engineers, and contractor know what to look for and as we climb the stairs and check higher and higher in the building, we are encouraged by their comments. We reach the 15th floor and sit down, have a beer and almost feel good. We know now our new hotel can be saved.

We are terribly impressed with Neil Macdonald, the structural engineer who had designed the building. The strains on the steel, showed up as strains where they were supposed to strain. We take the experts through the older buildings and are told we can use them.

Again we are cheered—we have experts who are positive thinkers, and under these earthquake conditions one needs optimism.

4 P. M. Monday: We again are told to vacate. We agree to meet the following morning at our favorite meeting place.

Dinner that evening is another of Al Doherty's masterpieces. For some reason we are dead tired and go to bed early.

Bob Lindquist leaves us Monday to act as courier with the positive news to Mr. Carlson that we will be partially in business soon.

Tuesday morning: Situation seems more cheerful—a place doesn't look so bad when some of the plaster, broken dishes, broken glasses, etc., have been cleaned up.

Our team of experts start the arduous task of taking the city engineers through the buildings. We must get their permission to use various parts of the buildings. We secure their permission and we start to get ready to open for business.

Bill Mueller, The Front Office Assistant Manager, and Bob Larson, Room Clerk, design a new front desk—within two hours it is completed and we wonder why in the past we used a cabinet shop. By afternoon the new front office has light fixtures. The Front Office equipment is brought in and we are ready to register guests.

Meanwhile Rae Robertson, our auditor, is getting the accounts in readiness to start operation.

Former guests are coming in for their baggage, and one of the real heroes of the earthquake, Duane Bernardy, takes them to their rooms showing the way by flashlight.

Paul Nilsen who would be assisting, unfortunately is at his home cleaning up the rubble from roof damage and the fireplace which he built, now earthquake destroyed.

By this time Tuesday afternoon the electricity is on and the water is turned on in parts of the building. We must check for leaks as every section is reactivated.

We must have heat but there is no gas so our engineers switch to our auxiliary oil system. The push is on to heat the building. We try out the system, one section at a time. We find a bad oil leak, fix it and start again. Our engineers work all night and by morning we have the heat. We are almost ready to go—we have one more problem: will the sewers work?

Tuesday 6:30 P. M.: Bill Quinn, Al Doherty and I arrive at John White's house. We will have our first shower since the quake.

Mr. and Mrs. Louis Capilla are staying with the Whites after spending the first night at the Police Station. Their apartment has been wiped out.

Wednesday morning: The staff starts arriving—the maids get busy with rooms. The Kitchen staff gives its area another good cleaning and gets ready for lunch. The waitresses clean up the Chart Room and Coffee Shop.

The Front Office is in readiness. Bill Mueller even hangs up the Certified Reservation sign, and we are ready to go. (Bill says, "If Mr. Carlson comes in he would expect that sign.")

Ready to go—but will the sewer system work? We call on the City Sewer expert and he says we are OK.

At eleven on Wednesday we register our first guest. At 11:30 the bar is open, the Coffee Shop and Chart Room are ready for business.

Bill Quinn has already told the Radio Stations and the newspapers to get the word out that we are open for business.

Suddenly all of Anchorage is again functioning. The banks are opening. There is a new spirit in the city; everything is Go, Go, Go—

At five the cocktail hour starts. John White, our Catering Manager, has arranged for the pianist to come in early. At 5:30 the hors d'oeuvres are pushed through the lobby on a cart and we, too, are Go, Go, Go.

Business is humming, we are filling up the rooms. Every employee is enthused because we are back in business.

The strongest earthquake ever recorded has taken its terrible toll but in little more than 100 hours the Anchorage-Westward is back in business.

We pay great tribute to General Manager Bill Quinn, Catering Manager John White, Chef Louis Capilla, Rae Robertson, accountant, John Balog, Chief Engineer, Jean Turner, Executive Housekeeper, Dave Jones, Assistant Manager, Bill Mueller, Assistant Manager, and their marvelous staffs.

Their efforts were above the call of duty, their determination was to "Get the job done" and put the Anchorage-Westward back in normal operation. The credit goes to them for the statement we heard over and over; that the opening of our hotel was the single greatest morale builder provided in these dark days, for the citizens of Anchorage.



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