



Eight New Officers For WIH Announced

WESTERN'S "Step into the Seventies" paid special attention to the company's continuing expansion and growth in the decade ahead.

An acknowledgment of this challenge was in the appointment of eight new vice-presidential offices to better accelerate its administrative functions.

The appointment announcements were made by WIH Chairman, Edward E. Carlson at the start of the 24th annual Management Conference at the Washington Plaza on Sunday, January 4.

NAMED corporate Vice Presidents were **Dwight Call**, General Manager of the Continental Plaza Hotel in Chicago and **William Quinn**, General Manager of the St. Francis Hotel in San Francisco, where a 40-million dollar tower addition is presently under construction.

Bruce McKibbin, Director of Sales for the corporation, was named Vice President-Marketing and **Russ Nickel** was named Vice President-Sales Service and Supply for Western Service and Supply, a wholly owned subsidiary of Western International Hotels.

CARLSON also announced vice-presidential status for **Al Freudenthaler**, named Vice President-Mexico, and **William Jauregui**, named Vice President-Venezuela. **Warren Anderson**, General Manager of the Dusit Thani Hotel in Bangkok, to open in March, was named Vice President-Thailand, and **William Ellis**, General Manager of the Shangri-La Hotel in Singapore, to open next winter, was named Vice President-Singapore.

(See pictures on page 3)

Now "HOUSTON OAKS"
WIH offices announced in December that the name for the 21-story luxury hotel now under construction in Houston, Texas has been changed from the former Houston Plaza to the Houston Oaks Hotel.

Thurston-Dupar Award to Edward King



THURSTON-DUPAR Award Winner, Edward King (center) receives congratulations from WIH President, Lynn P. Himmelman (left) and WIH Chairman, Edward E. Carlson at right.

EDWARD "Eddie" King, Sous Chef at the Century Plaza hotel was named the Thurston-Dupar "Man of the Year" for 1969

This, the 11th annual inspirational award, was announced and presented during the closing session luncheon at the Olympic during the annual Management Conference held in Seattle in early January.

This top employee award recognition is presented each year to the WIH employee who has made the "greatest contribution of service to the community, hotel guests and fellow employees". It takes its name from Mr. S. W. Thurston and Mr. Frank Dupar, two of the founders of Western Hotels

KING WAS presented with a personal award plaque by Chairman Edward E. Carlson and his name was added to the permanent plaque which also lists all previous winners. He was also presented with a gold lapel pin marking Western's 40th anniversary and an all expense paid vacation to the WIH property of his choice.

The Award presentation, as is traditional, came as a complete surprise to Eddie. He had been brought to Seattle on the pretext of studying an aspect of the

Olympic Hotel's food operations, and had been invited to attend the luncheon along with several other members of the hotel's staff.

IN PRESENTING the award, Carlson briefly cited some of the qualifications attributed to King as a candidate that singled him out for this top honor. Particularly emphasized was King's highly active participation in the Big Brother and Youth Motivation Task Force programs in Los Angeles. For the latter organization, King has devoted his efforts towards speaking in schools and playgrounds encouraging youngsters of minority races to stay in school and train for careers.

Also noted was his devotion to his hotel position and the many added hours he has contributed towards its performance. His pleasant relationships with fellow employees and spirit of cooperation were other judgement considerations.

King joined the Century Plaza staff, as a Fry Cook in the Cafe Plaza when the hotel opened in 1966. He was named a Sous-Chef in February 1969, the first non-European Sous Chef ever appointed by Walter Roth, Executive Chef of that hotel.

front!

A monthly publication for the
employees of

Western International Hotels
Editorial Offices

The Olympic, Seattle, Washington 98111
Gabe FonsecaEditor
LITHO IN U.S.A.

Chairman's Report



Last year, during the Annual Manager's Meeting, we stated our corporate goal as that of "building quality hotels in major cities on a global basis".

In our opening address at this year's meeting in early January, we enlarged on our corporate philosophic goals as related towards our stockholders, employees and our guests.

Perhaps of most interest to you is the expressed employee credo -- a proposed platform on which this company can continue to build and grow.

Excerpts of the various points stressed are listed below:

- * WIH pledges that we will continue to offer benefits that are commensurate with the positions held.
- * We will continue to explore wage scales, health and pension advantages, stock and savings plans.
- * We will continue our policy of promotion from within the company.
- * We will continue our efforts to accelerate all training programs and seminars at every level of management. There must be no limitations to the opportunities for advancement for anyone who has the desire and capacity to undertake additional responsibilities.

COMINGS AND GOINGS

In-Hotel

At the Olympic Hotel **Jim Cone**, former Chief Cashier, is promoted to Accounts Manager and **William Riley** joins the staff as a new Management Trainee. . . **Jean Gerbase**, named Executive Housekeeper at the Cosmopolitan, from Executive Secretary and **Richard Metcalf** is appointed Credit Manager . . . **Ed Johnson** from Bartender to Manager -- Top of the World Restaurant at the Anchorage Westward . . . **Lon Kellstrom**, is appointed Manager of the Piccadilly Bar, from Management Trainee at the Benson Hotel . . . At the Bonaventure, **Willie Maes** is the new Sous Chef . . . **W. Hunter** is appointed to Chef, from Cook at the Caravan Inn . . . **Lawrence Lee**, named Superintendent of Services, from Bellman, and **John Lefin**, is appointed New Catering Manager at the Century Plaza . . . At the St. Francis these appointments, **Don Gillette** is named Bar Supervisor, formerly Head Bartender, **Dennis Boyer** is appointed F&B Controller, formerly Library (Employee Cantina) and Room Service Manager. Replacing Mr. Boyer is **Willis Knight** as Room Service Manager.

* We will intensify our efforts to promote communications within the company and give serious consideration to all recommendations presented with the intent of maintaining or improving the company's role as a first-class employer.

It is our hope that this platform will provide us with the basic guidelines for the further recognition and strengthening of family ties for all Western people as we continue to grow during the years ahead.

Chairman

Western International Hotels.

New Personnel Manager is **Michael Forrest** . . . At the Washington Plaza, **Walter Hill** is named Senior Captain Westlake Supper Club, from Captain and **Don Clifton**, is appointed Assistant Steward . . . The Sir Francis Drake announces these appointments: **William A. Hall** is appointed Sales Representative, from Assistant Manager, **Alice Preisman** named Chief PBX Operator and **Bert Bomersine** is new Chief Engineer.

Transfers

Alan Harrison, formerly Senior Front Clerk at the Olympic is named Assistant Manager at the Benson . . . **Ethel Frenzel**, is appointed Executive Housekeeper at the St. Francis Hotel, formerly Executive Housekeeper for the Sir Francis Drake . . . new Executive Housekeeper for the Sir Francis Drake is **Mary Peterson**, formerly Executive Asst. Housekeeper at the Olympic . . . **Terry Neils** is now Controller at the Washington Plaza, formerly Chief Accountant at the Century Plaza . . . **Charles Mellors**, named Chief Accountant for the Century Plaza, formerly Controller at the Space Needle . . . **Alicia Kutaj** is named Reservations Supervisor at the Chicago Regional Sales Office from Reservationist at the Continental Plaza Hotel . . . **Tanya Johnson**, named WIH Executive Offices Secretary to Ralph Van Noy, Vice President WIH Design and Development Division . . . **Manfred Buerkl**, is appointed Assistant Controller at the Calgary Inn, formerly Trainee at the Olympic Hotel.

International Division

Ray Johnston is promoted to Executive Assistant Manager at the Hotel Caleta, formerly Groups and Conventions Coordinator at the Camino Real in Mexico City . . . At the Camino Real Mexico

(Continued on page 8)

Correspondents

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

Alameda, Michael Sauve; Anchorage-Westward, Tom Stanfield; Antlers Plaza, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Ruth Lawson; Bonaventure, Joanne Pugh; Baranof, Mandy Dodd; Caleta, Marfissa Frias; Calgary Inn, Linda Abercrombe; Camino Real (Juarez), Miss Lourdes Lopez; Camino Real (Mexico), Carolina Mijares; Caravan Inn, Pat Varner; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Carol Perry; Georgia, George Pinsky; Guatemala Biltmore, Jorge Senn; Metropolitan Airport Hotel, Inge O'Hearon, The Ilikai, Roberta Watson; Imperial Inn, Russ Revoy; Makaha Inn, Barbara Rickles; The Miramar, Robert Yue; Miyako, S.F., Kristina Templeman; Northern, Con Carter; Olympic, Fran Vitulli; Palace, Y. Yoka; St. Francis, Jane Dillon; Sir Francis Drake, Ann Turnbull; Space Needle Restaurant, Bobbie Anderson; Washington Plaza, Allan Wilde; Winnipeg Inn, J. Sandy Irwin; WIH de Venezuela; Amanda Castillo; WIH Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Janet St. Onge and Irene Gellius; HCA Executive Office, Martha Raho.

MANAGEMENT CONFERENCE:

**WIH "Steps Into The 70's", Bearing Quality—
Profit Banner**

WHILE MOST of the rest of our hotel world was recovering from the rounds of holiday festivities, a round of activities of a more serious sort were taking place in Seattle.

This was the 24th Annual Management Conference held at the Washington Plaza on January 4 to 7.

Attending were some 100 company officers, hotel managers and special guests representing 71 WIH properties and 14 countries from around the world.

Significantly, this year's meeting was held in the corporate "home city" where the company was formed exactly 40 years ago. The 1970 Conference also marked the entry into a new decade which was reflected in the Conference theme, "Stepping into the Seventies—with Profit through Quality".

This emphasis in Western's continuing pursuit of quality was the basis of the various corporate division presentations in their objectives for the year and decade ahead.

POINTED UP was Western's role as the acknowledged leader for high quality standards throughout the hotel industry. The challenge was in the maintenance and

improvement of this leadership in all areas of operation.

This involved the quality of the company's most important operational asset -- its employees. A major conference consideration was Western's accelerated interest in employee training, development and compensation.

Conference highlights included the announcement of new vice-presidential appointments, the Thurston-Dupar Award presentation (see stories elsewhere) and slide presentation of new WIH properties, in construction or proposed, throughout the world.

ALSO of particular interest was a luncheon address given by an officer of the Boeing Company who spoke on the effects the giant 747 air carrier and air transportation development trends in general would have on the lodging and travel industries. It predicted some exciting challenges for WIH in the next decade.

As members prepared to return to their respective offices after conference conclusion, the conviction was apparent that Western's "step into the 70's" would prove a truly giant one.

**Puerto Vallarta Hosts
First Regional Sales Meet**

ONE OF the first groups to use the meeting facilities of the exciting Camino Real-Puerto Vallarta shortly after it opened were from Western's own family.

They were the WIH Regional Sales Managers attending the first WEST-ED Regional Sales Managers meeting scheduled from November 30 to December 2.

One of the main intents of this first meeting, as expressed by WIH General Sales Manager, **Bill Newman**, during his opening remarks, was to establish a standardization in operation of all the regional offices and improve the communications link between regional and corporate offices.

TOPICS of discussion that followed during the next 3 days leaned heavily on marketing plans and projections for the year ahead. **Don McCutcheon**, WIH Consultant, established a basis by economic factors that would have an impact on this marketing planning.

In addition to Newman and McCutcheon there were these Regional Sales Managers in attendance: **Sherm Elliott**, Los Angeles; **Fred Quanjer**, New York; **Gary Cook**, Toronto; **Bob Bushman**, Washington D. C.; **Peter Flood**, San Francisco; **Don Erlandson**, Chicago and **Michael Sauve** from Mexico.

NEW VICE-PRESIDENTIAL APPOINTEES

(See Story On Page 1)



DWIGHT CALL
Corporate Vice-president



WILLIAM QUINN
Corporate Vice-President



BRUCE McKIBBIN
Vice-president, Marketing



RUSS NICKEL
Vice-president, Sales
Service & Supply



AL FREUDENTHALER
Vice-president, Mexico



WILLIAM JAUREGUI
Vice-president, Venezuela



WARREN ANDERSON
Vice-president, Thailand



WILLIAM ELLIS
Vice-president, Singapore

MEET YOUR CORRESPONDENT

Russ Revoy — Imperial Inn

Newest correspondent for the Imperial Inn is Russ Revoy, Front Office Desk Clerk.

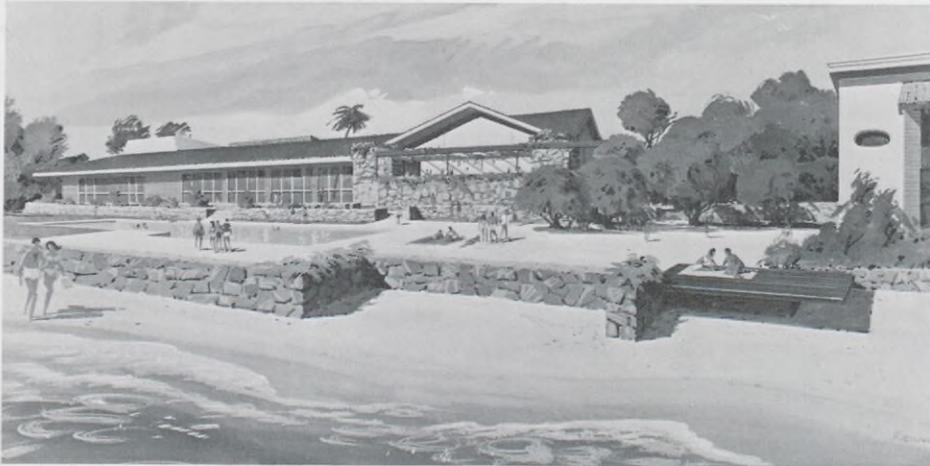
Russ joined the Imperial staff last summer as a Bus Boy. Within a short time he was promoted to Bellman and is now learning the procedures of his present position.

In addition, he is currently taking a Food & Beverage Control correspondence course through AH&MA and has just completed a Waiter Refresher course sponsored by the Canada Manpower Center. He had previously graduated from high school on a Foods Specialty Program.

Having been with the hotel for less than six months, 19 year old Russ finds hotel life fascinating and hopes to make it his career. He has ambitions of someday becoming a hotel manager -- possibly of his own hotel.



Two New Hotels Scheduled For Mexico



Artist's renderings of the two new Mexico properties. TOP: Chapala Camino Real, and BELOW: Matzatlan Camino Real. Both have water frontage.

TRAVELERS in Mexico will soon have two more opportunities to "go Western" in two new and fascinating locations in that country.

Announced in mid-January, through WIH offices, were plans for hotel properties to be built in Matzatlan and at Lake Chapala. Both will take on the Camino Real name.

In Matzatlan, plans call for a 170-room hotel to be located on a 1000 foot white sand beach front at Sabalo Point facing the Pacific Ocean. The luxury resort hotel itself will encompass a ten acre site. It will offer full convention facilities, a night club that will convert to a meeting room and several restaurants and bars. In addition to the beach area, guests will enjoy a large hotel swimming pool.

One of the major attractions of the Matzatlan is the excellent deep sea fishing which draws many sportsmen to the area. Construction is scheduled to begin this month with an opening marked for spring of 1971.

THE LAKE CHAPALA Camino Real

will be built on the shores of Mexico's largest lake. It is just 50 minutes from the Guadalajara Camino Real by car. Initially, the hotel will have 100 rooms including five suites each with its private pool. The hotel itself has a large swimming pool surrounded by a terrace with music, dancing and bar service at poolside. Rooms for meeting facilities as well as a bar and restaurant will be available. The Camino Real Chapala will feature lovely lake and mountain views and additional recreation will include water sports providing boating, water skiing, swimming and a marina.

The hotel is already under construction with a completion scheduled for this summer. **Luis Baena de La Torre** has been appointed its Manager.

With the completion of both these properties this will bring to a total of twenty-one hotels for the WIH de Mexico company in locations throughout the major metropolitan and resort areas of the country.

EDITOR'S INN BASKET

BRIGHT HORIZONS. Forecasting and predicting for the new decade ahead has become a popular sport. "Crystal ball" previews are currently being offered freely by countless publications and an assortment of notable personalities.

One of the most comforting was that made by Mr. John Volpe, U.S. Secretary of Transportation, when he addressed the Hotel and Motel Exposition in New York late last year.

Says Mr. Volpe, "I am confident that your industry will . . . soar in the seventies . . ." and, again, "I predict the soaring seventies will be the inn-keepers' most successful decade . . ."

Sound's good for us hotel types . . . and we might add that Mr. Volpe's insight might be influenced somewhat by at least one predictable transportation factor. That is in the increased passenger loads guaranteed by the giant 747's that have been waiting in the wings and just now ready to soar with us into the 70's . . . and away we go!

* * * * *

TRY ST. PETERS? The St. Francis reports this "thank goodness, wrong number", incident.

A caller, thinking he had the St. Francis Hospital, asked to speak to a certain party. Coincidentally, the hotel also had a guest by the same name who had recently checked out, as confirmed by the operator's, "Sorry sir, your party has checked out". After a shocked silence, the caller, thinking his friend had died, sadly asked to speak to the Head Nurse for details. It was then he discovered he had gotten the wrong number.

* * * * *

WELCOME TO THE NEIGHBORHOOD. The friendly Continental Plaza welcomed tenants of its new neighbor, the towering John Hancock Center located just across Delaware street from the hotel, with an elegant get-together buffet. The happy affair was labeled as a "Crossing The Delaware" bash and was the bright brain child of the Continental's smart thinking --and very social--P.R. gal, Audri Adams.

* * * * *

PEEK-A-BOO! An observation on the times from the *Cosmopolitan's* HOME FRONT magazine. "Time was when a boy could hide behind his mother's skirts. Now, in order to do that, he'd have to be a midget on stilts!"

FRONT! VISITS THE . . .



Starlite Roof

OF THE SIR FRANCIS DRAKE

THUMBING through a 12-year-old issue of FRONT! we came across a story on the Sir Francis Drake and this quote that still holds true today:

"Around San Francisco they say you haven't seen the City until you've seen it from the Starlite Roof".

The San Francisco skyline has changed considerably in the last few years but the view continues to be as spectacular at any time of day or night for the visitor to this beautiful and popular room 21 stories above the street.

The Starlite Roof -- between the stars and the cable cars -- has also made a few interior changes in decor since it opened in 1945. (Originally it had been used as an apartment for the hotel's owners, since the hotel was built in 1928.)

The earlier FRONT! story highlighted the room decorations and phosphorescent murals that suggested "stars and astronomy". Later the room took on a more gala atmosphere with a candy-stripe decor.

Its most recent room renovation was made in 1967 reflecting a renewed elegance in its warm colors and wood paneling. Unchanged, however, are the large expanse of view windows that surround the room.

POPULAR RENDEZVOUS

Throughout its changes, the Starlite Roof has remained a popular rendezvous not only for tourists but with San Franciscans themselves. According to its youthful and affable Room Manager, Malcolm Macgregor, "The Starlite Roof is a San Francisco type place and a great many of our guests are regular local Bay area visitors". One reason is the Drake's convenient downtown location, just a block away from the city's famed Union Square.

Macgregor has been with the room

"Between the Stars and the Cable Cars"



since 1963 where he started as a Host. He was appointed to Manager in 1967 and has helped perpetuate the room's atmosphere for genuine friendliness and service excellence. He is helped considerably by a top staff, many of whom can point with pride to several years of continuous service.

Of the luncheon Waitress staff, for instance, Margaret Scott has been with the Drake for 14 years, Elsie Ancira for 25 years and Eliva Martinez has been with the "Roof" since 1955. Staff turnover, in general, has been extremely low Macgregor happily admits. "This is a very pleasant room and everyone seems to

enjoy working here". Then expressing his own personal view, he added, "the room is great, the view is terrific, but it's the crew that makes it such an outstanding place to be associated with".

BY SUNLIGHT OR STARLIGHT

The Roof is open for lunch and cocktails and offers a varied entree selection that includes a daily special, salad plates and desserts. Popular also is the Sunday brunch beginning at 10:00 which also features the Starlite Roof's famous Ramos Fizz. The bar, situated in one corner of the room just off the elevators and with its own view aided by reflecting mirrors, offers a comfortable area for relaxation.

In the evening the Roof sparkles with excitement as the sunset glows and the twinkling city lights begin to come on. This is the "4 to 9er" time of day when the after-work crowd fills the room and double cocktails and tempting hors d'oeuvres are served.

Later, the room becomes San Francisco's cocktail-dancing entertainment spot. Dancing is featured nightly to the orchestra of Richie Ferraris, a popular fixture of the Starlite Roof for the past ten years. A charming cosmopolitan touch are the evening cocktail waitresses whose delightful accents--French, German, English etc. -- reflect their foreign born origins.

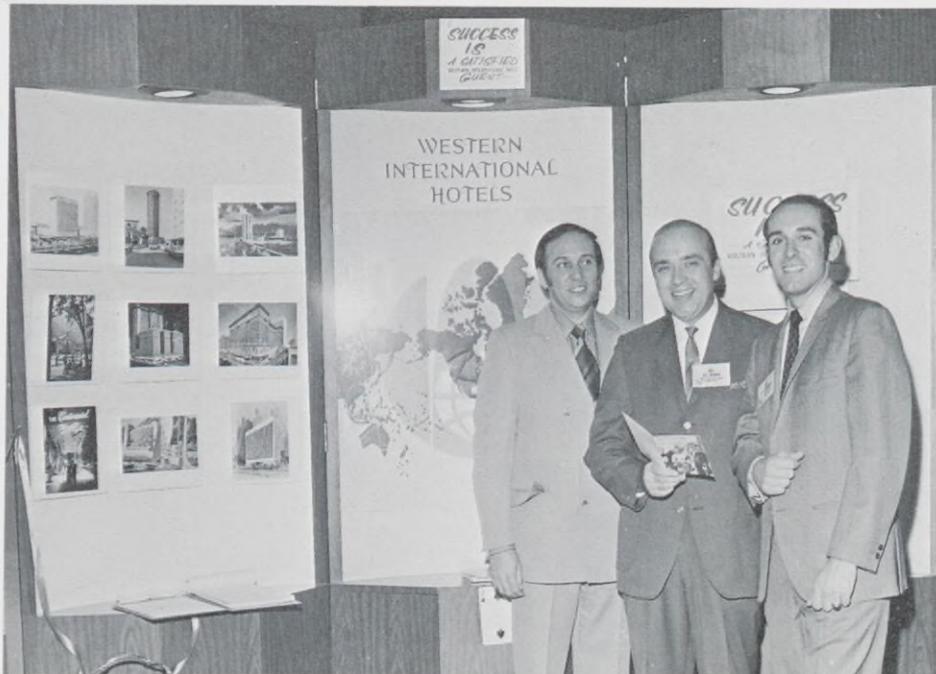
By sun light or star light, the "Roof" glows steadily as one of the brighter lights in the ever changing San Francisco on-the-town scene.



MALCOM MACGREGOR, Starlite Roof Room Manager, answers a call for a luncheon table reservation.



NEWS PICTORIAL



"SUCCESS IS A SATISFIED WIH GUEST" was the theme of Western's display booth at the American Society of Association Executives convention held in Las Vegas in November. On hand to promote the "satisfied guest" story at Western's booth are (L to R) Denis Beaulieu, Director of Sales/Marketing for the Bonaventure; Bill Newman, General Sales Manager for WIH, and Mike Hartnett, Director of Sales for the St. Francis.



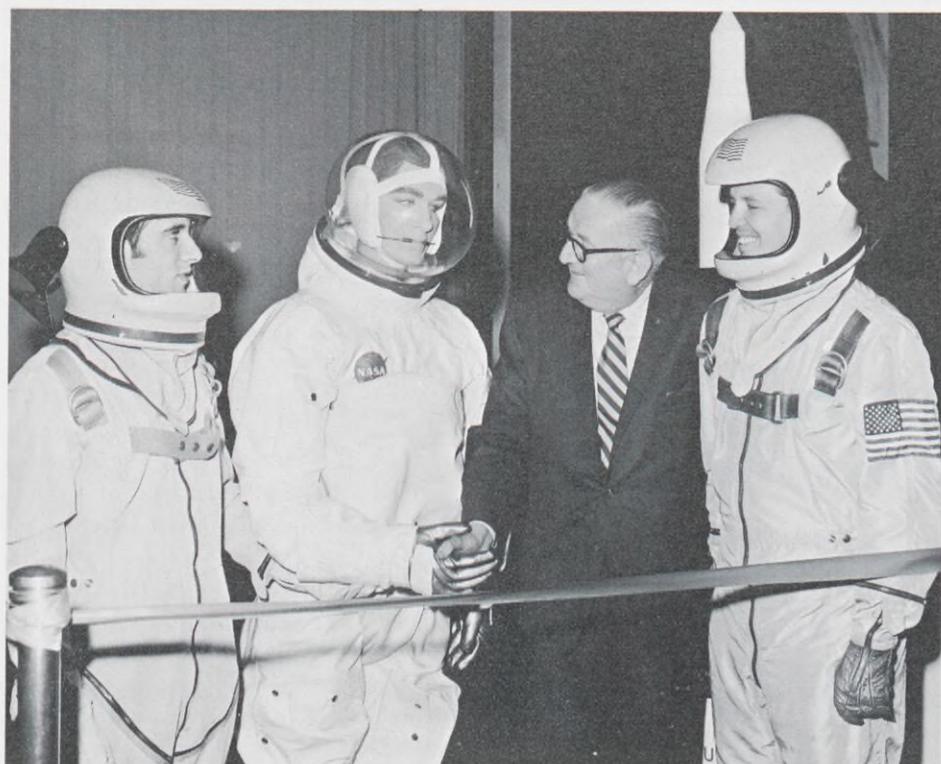
"BELLMAN OF YEAR" RUNNER-UP. George Seronio of the Ilikai has been named as a runner-up winner in the fourth annual International "Bellman of the Year" Contest. The annual event is jointly sponsored by the American Hotel & Motel Association and Samsonite Luggage. As runner-up winner, Seronio competed for this coveted award with more than 60,000 bellmen from all over the world and received a special set of Samsonite Luggage as a prize along with plaudits from the Ilikai staff and those of the entire hotel/motel industry.



THE TWELFTH ANNUAL Suppliers' Appreciation Breakfast held at the Olympic for all Seattle properties and offices took on an international theme. Staff members from the Olympic, Washington Plaza and the Space Needle, dressed in "Western's World" costumes, helped host the event. The group included: (Back Row) Left to right, Iva Hardy, Washington Plaza; Marcia Huycke Space Needle; Ronald Fedele, Washington Plaza; Anne Herreld, Space Needle; Gretchen Geisa Washington Plaza; John Flores, Olympic. (Second Row) Irene Bass, Olympic; Martha Woo, Olympic; Irene Fujitomi, Olympic; Joyce Siegel, Space Needle; Cherre Mikels, Space Needle; Mary Sudo, Olympic. (First Row) Chuck Woo, Washington Plaza and Joe Taton, Jr., Washington Plaza.



TONGS FOR THOMAS. Mack Thomas (left) former WIH employee group insurance program administrator, receives a pair of silver ice tongs on the occasion of his retirement on December 30, from WIH Hotel Division Controller, Paul Matteucci. Thomas, with Western since 1952, had previously received a silver-plated and engraved ice bucket presented by WIH Chairman Edward E. Carlson, during the Seattle office Christmas party. Mack is a golfing enthusiast and the cake shown above was appropriately decorated in the form of a golf course and read, "Fore--happy days of golfing, fishing, relaxing".



ON JANUARY 2 the Apollo 12 astronauts Conrad, Bean and Gordon, were honored by Seattle at a dinner in the Olympic's Grand Ballroom. Above, Al Schilling, Olympic General Manager, "rehearses" for the event as he shakes hands with a space suited dummy' on loan from the Seattle Science Center. At left is Tom Bortabartarte, Front Desk Trainee and at extreme right, Jeff Flowers, Management Trainee, appropriately dressed for their part as ushers for the dinner.



LES AMIS D' BONAVENTURE. The Quebec Chapter of the international gastronomic group, Les Amis d' Escoffier, held their 28th annual dinner at the Bonaventure last November. Above right, Michael Lambert, Bonaventure General Manager, enjoys one of the dishes with Mr. Jean Contat, President of the Ritz Carlton. Bonaventure Chef Zimmerman was awarded a certificate for the outstanding dinner served and Messrs. Favre and Ladouceur (Catering and Asst. Banquet Mgrs.) were awarded a certificate for the outstanding service rendered.



BUT DON'T GO NEAR THE WATER! (Above) The beautifully detailed Spanish galleon was created by Serge Lauzon, Sous Chef of the Antlers Plaza. Chef Lauzon however, does not vouch for its seaworthiness since it is constructed entirely of puff paste shortening!



WHO ORDERED THE MOON ROCK UNDER GLASS? A moon rock, gathered by the Apollo 11 crew, was on view for hotel guests of the Century Plaza during the holiday season. It was on loan from the California Museum of Science and Industry in Los Angeles where it had been displayed. Century Plaza Banquet Waiters from left, Luis Ortiz, Roberto Niquet and Humberto Pintado pose with the glass encased moon rock specimen which is resting on the tray.



INTERNATIONAL



MEXICO CITY. In early December the 4th Annual Management Conference for the WIH de Mexico company convened at the Hotel Alameda in Mexico City. The theme of the meeting was the "Western Spirit". A formal Chairman's Dinner at the Camino Real signaled the Conference opening during which Al Freudenthaler, Vice President Mexico made the key note address. Some of those attending the dinner included above: (from left) Bill Newman, Gen. Sales Mgr. for WIH; Raul Sanchez, Mgr. Francis; Jorge Gonzalez, Gen. Mgr. Camino Real (Guatemala City); Manuel Lopez Perez, Gen. Mgr. Camino Real, Juarez; Kenney Mallory, Vice President, WIH; Edward Carette, Jr. of the Guatemala Biltmore; and Ulrich Schwartz, Mgr. Alameda.



AVILA-- Grace de Guzman-Blanco (left) Director of Public Relation and Sales for the Avila receives the esteemed "Amigos de Venezuela" award from the wife of the Governor of Caracas. She is one of 25 other foreign-born residents to receive the award for 1969. Mrs. Guzman-Blanco was honored for her contributions to the community especially in her countless volunteer hours of service with a number of social institutions. The honorary affair was held in the Salon Caracas of the Avila.



MIRAMAR — Students of the Maryknoll Convent School, Kowloon, were conducted on a tour of the Miramar hotel recently. Here, Rosalind Cheung of the Miramar's PR staff (on stage) points out some of the Chinese art treasures decorating the Mandarin Theatre restaurant.

COMINGS AND GOINGS

International Division

(Continued from page 2)

City these appointments were made, **Juan Manuel Garcia**, named F&B Controller from Acting Chief Steward, **Quintino Tinto**, is appointed Manager of the Restaurant **Azulejos** and **Arturo Romo**, joined the staff as new Credit Manager . . . **Alejandro Hernandez**, named Resident Manager at the Camino Real Guadalajara, formerly Manager of Hotel De Cortez . . . **Xavier Diaz De Leon**, is appointed Manager of the Hotel Virrey de Mendoza, formerly Resident Manager of Camino Real Guadalajara . . . **Javier Ortega** is the new Manager of the Victoria Hotel, formerly Manager at the Hotel Virrey de Mendoza . . . **Luis Baena**, formerly Manager of the Hotel Victoria is appointed Manager of the newly announced Camino Real in Chapala . . . **Fernando Murillo**, named Manager of Hotel de Cortez, formerly Asst. Mgr. of the Hotel Ritz . . . **Hermann Gammeter**, recently named F&B Director for the Shangri-La, formerly Director of the Century Plaza's Restaurants . . . **John Yee** is appointed Superintendent of Service for the Dusit Thani, formerly Superintendent of Service at the Bonaventure.

Palace Members Visit WIH Properties

RECENT visitors to Seattle offices and properties from the Palace Hotel in Tokyo were **T. Yamawaki**, Assistant Manager of Planning and Public Relations and **Luke Yashiro**, Executive Housekeeper.

Yamawaki had recently completed a three-month course at the East-West Center in Honolulu on Travel Industry Management. Before returning to Tokyo he planned to visit WIH hotels in San Francisco and Los Angeles as well as Seattle. He heads a department of five people charged with the hotel's advertising, public relations, and the handling of internal and external publications among other responsibilities.

Yashiro was selected by the Palace for a three-month observation and study tour of WIH properties in the United States as well as other hotels. His current position as Housekeeper is part of the Palace's management training program and for the first seven years of his employment he was a member of the hotel's Personnel staff.

Yashiro is also a contributing editor to the Palace's internal employee publication "Sha-nai-ho".

Both Yamawaki and Yashiro have been employed by the Palace since 1961.



FAMILY FEATURES

Recipes I Like Best

AMONG the many exceptional features offered guests of the Makaha Inn is the quality excellence of its cuisine.

Maintaining the hotel's reputation for fine dining standards is its Executive Chef, Karl Ederle.

Ederle, a native of Heidelberg, Germany, attended a culinary trade school in that German city, and apprenticed for three years as a Pastry Chef. After two years with Heidelberg's Hotel Haarlax, he worked at the Black Forest Hotel, and the Victoria Hotel in Nuremberg.



CHEF EDERLE

HE HAS spent a number of years perfecting his knowledge of continental cuisine in Zurich and Zermatt, Switzerland, where he served on the kitchen staffs of the Zermatterhoff Hotel at the foot of the Matterhorn and Zurich's famed Ascot House.

In 1964 he moved to the United States and joined Western International Hotels in 1965 at the Northern Hotel in Billings, Montana, moving within six months to Seattle's Space Needle restaurant.

In 1969 Chef Ederle was transferred to the Makaha Inn. With his wife and four children the Ederle family enjoy the resort life at their home in Makaha Valley.

POACHED SALMON IN CHAMPAGNE

Serves 4 persons

INGREDIENTS:

- 4 Thick Fresh Salmon Steaks with Bone In
- 4 Ounces Fresh Mushrooms
- 2 Cups Dry Champagne
- 3 Ounces Fresh Butter
- 1 Small Diced Onion
- 1/2 Cup Heavy Cream
- 1 Teaspoon Lemon Juice
- 1 Teaspoon Salt
- 1 Teaspoon Worcestershire Sauce
- 2 Ripe Olives Sliced, Lemon Wedges, Parsley

METHOD:

Saute onions with 1/3 cup of butter in a shallow pan without browning, and salmon steaks to it, salt to taste and add mushrooms and champagne. Bring to a boil and simmer until salmon is cooked and bones easily removed. Remove salmon from pan then remove bones and skin, but do not break meat apart. Lay on serving plates and keep warm. Add heavy cream into same pan and bring to boil to reduce cream and champagne to creamy thickness. Now remove from heat, season to taste, and whip remaining butter into sauce. Pour sauce over salmon and garnish with olives, lemon, and parsley.

Suggested side dishes: Boiled Potatoes or Rice, Broccoli or Sweet Peas.

FUNNIES

"Why did you steal those towels from your hotel room? I didn't mean to . . . but I had to have something to wrap the silverware in!"

* * * * *

Overheard in the Coffee Shop; "My son is doing so well in school these days that I'm almost willing to admit my true identity at the next PTA meeting!"

* * * * *

Back of the Bar Philosophy: When someone makes a mistake, rub it out . . . don't rub it in.

* * * * *

Behind every successful man stands a surprised mother-in-law.

* * * * *

"Dad, is it true that a man is known by the company he keeps?"

"Yes".

"Well, dad, if a good man keeps company with a bad man, is the good man bad because he keeps company with the bad man, or is the bad man good because he keeps company with the good man?"

* * * * *

FOOD FOR THOUGHT

"Corporations do not provide employment and payroll: these are arranged for by successful management, but they are provided by customers when they make their purchases or for services rendered".

ACTION Magazine



WIH 40th Anniversary Photo Flashbacks



We take you to the lobby of the Benjamin Franklin Hotel in Seattle circa 1930. In the picture are Mr. Troy Himmelman (deceased) then Manager of the hotel with Assistant Manager, Charles W. Hunlock. Mr. Himmelman, the father of Lynn P. Himmelman, WIH President, was one of the founders of Western Hotels. Mr. Hunlock is now Vice-president retired for WIH.



PHOTO ALBUM

Our FRONT! camera man shoots and asks questions afterwards. For the answers to the who's who identification . . . see page 11.

(3)



(1)



(2)



(5)



(4)



(6)



(7)



(8)



The Countries of Western's World

SINGAPORE



(9)



(10)

- (1) Chief Engineer, Bert Bomersine of The Sir Francis Drake.
- (2) This pretty gal, Sandra Shelton, is Secretary to Washington Plaza Resident Manager, Jack Elliott.
- (3) Climb to the top of the Space Needle and meet Room Captains David Fulghum and Chuck Williams.
- (4) Outside the Makaha Inn in balmy Hawaii you'll find this foursome: (L to R) Vernon Gomes, Bellman; Dave Ioana, Doorman; Earl Knight, Bell Captain and John Navarro "Limousine" Driver.
- (5) This cheerful crew is from the Miyako's (S.F.) Engineering Department from left; Milt Dolliger, Chief Engineer with Bob Raymond and Buck Tanferani.
- (6) Louise Essman, Golden Belle Waitress at the Northern receives her 10-year pin from WIH Vice-president, Joe Mogush.
- (7) At the Continental Plaza, Russell Bruce, Doorman (right) takes a close-up shot of Ali Guler, Assistant Manager of the Cantina show
- (8) At the Bayshore Inn, F&B Manager, Peter Egnar poses with Joe Arpink, Terrace Grill Captain and the hotel's Thurston-Dupar award winner.
- (9) At the Bonaventure, Hostess, Marjorie Nordt, tends the "Bromo Bar" during the Grey Cup Weekend.
- (10) Drop by at the Calgary Inn to meet night Auditor, Richard Vrijmoet.

MENTION Singapore to most people and it immediately conjures up visions of the "mysterious East", exotic adventure and international intrigue. It is an image largely created by the many movies and romantic novels using Singapore as a local.

While some of this may have been true about Singapore's past, the Singapore of today presents a somewhat different picture.

For one thing, its many years as a British Crown colony has left a distinctly Western cultural imprint and even though Malay is the national language most Singaporeans speak English. For another, as a shipping "crossroads" of the Orient, it boasts one of the world's largest and busiest seaports. Today it is a booming industrialized city-state and the leading business and commercial center of Southeast Asia with a sophisticated international flavor.

The founder of modern Singapore was Sir Thomas Raffles who arrived on the island in 1819 as an agent for the British East India Company. From 1867 to 1946, Singapore remained a British Crown Colony, then joined the Federation of Malaysia for a short period before it became a separate and sovereign nation in 1963.

SINGAPORE: ISLAND AND CITY

Singapore island, with an area of some 224 square miles, lies at the southern tip of the Malay Peninsula and at the entrance to one of the world's great waterways -- the Strait of Malacca. The island has a population of almost 2-million people. About two-thirds of them live in the capital city which is also called Singapore.

Almost 75% of the nations people are Chinese in origin with 14% Malay, 8% Indian and Pakistani and the remaining 3% Caucasian or other. There is a square mile area right behind the city's modern business district that is said to be the most crowded in the world. Yet, in spite of its crowded conditions and its generally hot and humid climate, Singapore is surprisingly clean, vigorous and progressive.

Most of Singapore is low lying, originally consisting largely of swamp and jungle. The city itself, located on the southern part of the island, is built mainly on

land reclaimed from swamp and the sea. The average maximum and minimum temperatures vary not more than about 10 degrees -- between 78° and 88°. Average rainfall is about 96 inches with no pronounced wet or dry seasons.

Traditionally the Singapore economy has depended heavily on commercial trade: processing, packing and transshipment to world markets of raw materials. It has also become involved in such trade related activities as banking, shipping, insurance and storage. More recently, industry has taken the lead with over 200 new industries established during 1969 alone.

"MYSTERIOUS EAST"

But Singapore is not all modern industrialization and bustling trade -- there is enough of the "mysterious East" here to excite any visitor.

Cultural customs, for instance, are as varied and vibrant as can be found almost anywhere else in the Orient. Nor is there more varied or finer dining to be found elsewhere in the Far East. The adventurous can search out dishes from every region of China, India, Malaya and Indonesia as well as superb European and American cuisine.

Along the narrow streets that lead from the downtown business districts, the Orient passes in review for the visitor... coolies juggling heavy loads on shoulder poles, food stalls offering exotic delicacies, elaborately colorful funeral processions and prancing paper dragons paraded during festive celebrations.

These are sights and sounds sharply contrasting yet happily compatible with the city's high rise office buildings, smart shops, modern industrial plants and dynamic business tempo.

TOURIST CENTER

Singapore's current industrialization boom has also touched off a tremendous tourist and business visitor influx. This has necessitated, among other things, the building of several new hotels. Among these is Western's own *Shangri-La*, a 500-room luxury resort hotel now under construction on a 12-acre site overlooking Singapore harbor. The *Shangri-La*'s future promises to be as bright and exciting as that of Singapore itself.



HOTEL PROFILE

COLON Internacional -- High in the mountains of Ecuador is the capital city of Quito. It is such a lovely and charming city that it is known as the "Queen of the Andes".

And located in one of the most beautiful and picturesque sections of this city is the luxurious Colon Internacional hotel.

The hotel opened its door less than two years ago--in March 1968. A month later, the official announcement of the hotel's membership in the Western International Hotel's family was made.

So popular has been the public response to the hotel in the brief period of its existence, that construction has already begun on a new 103-room addition.

THE PRESENT hotel offers 100 guest rooms and suites. Each is richly appointed with native and traditional furnishings and all have view windows, private baths, radios, phones, and thermostats. TV sets are also available upon request.

There are restaurants, cocktail lounges and nightclubs in the hotel to provide the proper atmosphere for every kind of dining or entertainment. Renowned for its fine international cuisine is the El Conquistador Specialty Restaurant. For more informal dining there is the excellent La Ronda Coffee Shop. The Grill Colon is another choice for fine dining with the addition of live music for dancing and entertainment. And the El Conquistador Bar specializes in expertly

prepared beverages in a relaxing atmosphere.

A **UNIQUE** attraction for the guest looking for a special excitement is the gambling casino, The Casino Colon, located on the premises. It's gambling tables promise plenty of action. The atmosphere is tastefully elegant and cocktails are available.

The hotel also contains a barber and beauty shop and other shops and services catering to all essential guest needs.

The Colon Internacional convention facilities are among the finest in Quito. Six rooms, each furnished in a distinctive style, are designed to accommodate groups from 25 to 500 people. They are fully equipped to handle dinners, banquets, social functions, business meetings, exhibits and trade shows.

THE HOTEL Colon is only 15-minutes from the Quito Airport and steps away from shopping, social and tourist attractions, and the downtown business and financial centers. The city of Quito, itself, is a prime tourist attraction and tingles with the excitement of fiestas, bullfights, elegant shops, fascinating museums and cathedrals, modern buildings and cobblestone streets. The climate is near perfect with its crisp, clear brilliance of "year-around spring".

The people of Quito are known for their open friendliness and hospitality, which is reflected by the hotel's staff members. Some of them are pictured here.



colon

INTERNACIONAL



At the Hotel's PBX board



Kitchen pastry cooks



A few of the Housekeeping staff members



Dining room staff of the El Conquistador specialty restaurant



Doormen at Colon Internacional entry