

FRONT! . . . a meeting place to exchange ideas and information for all of us inside our ONE WORLD OF FINE HOTELS.

Front!

Vol. 1, No. 1 • April 1966 . . . PUBLISHED FOR HCA AND WESTERN HOTELS PEOPLE

Here is our new joint marketing signature:

HCA AND WESTERN HOTELS
ONE WORLD OF FINE HOTELS

Traveling guests, who customarily refer to each of our hotels as "an HCA Hotel," or "a Western Hotel," now will have a much easier reference when making reservations.

This shorter version for our joint name has received the approval of Presidents Roger P. Sonnabend and Edward E. Carlson, and has the endorsement of our marketing company president, James Lavenson.

Lavenson Heads New Company

James H. Lavenson, a director of Hotel Corporation of America and former president of HCA International, Ltd., is president of the joint marketing company of Hotel Corporation of America and Western International Hotels.

The "One World of Fine Hotels" was launched last November to link the 75 hotels and motor hotels operated by the two



LAVENSON

parent companies. Its purpose is to achieve a worldwide expansion of sales, advertising, market research, credit references and public relations, with emphasis on personal reservation services for the traveling public.

Appointed with Lavenson were James E. Durham as vice president—marketing for advertising, public relations and credit, with headquarters in WIH's Seattle executive offices, and George J. Neumann as vice president—marketing for sales and reservations at HCA's executive offices in Boston.

Other executives named to the jointly-owned marketing subsidiary include: Nelson Cook, general sales manager, Eastern Division; John Hickman, general sales manager, Western Division; Willis Camp, director of advertising, and John Tobin, assistant to the vice president of sales and reservations. Cyrus Braden in Seattle heads the credit card division.

Agencies Assist

Public relations for the Seattle Western Division is being handled by Anne Swenson. Ruder & Finn, New York-based public relations firm, is directing activities for the Eastern Division.

Cole & Weber is the advertising agency for the joint marketing company. The account is coordinated by Peter Hemp, account executive in the firm's Seattle headquarters.

President Lavenson directs the "One World" operation from offices in The Plaza Hotel in New York City.

Joint Marketing Program in High Gear



Vivacious Kazumi, elevator operator at The St. Francis who is featured in "One World of Fine Hotels" promotion, poses with HCA-Western officials (left to right): Dan London, Edward E. Carlson, Roger Sonnabend, George Neumann, and Jim Durham. The occasion was a reception in San Francisco announcing the joint marketing program.

The joint marketing program entered into by the Hotel Corporation of America and Western International Hotels has made excellent progress in its first six months of operation.

Since last fall when the mutual agreement was finalized, the major emphasis has been on organization, staff assignments and determination of goals.

The official designation of the new marketing arrangement is **HCA AND WESTERN HOTELS**.

This first issue of FRONT! is also part of the new joint program. It will be the chief communications medium between management and employees of both HCA and WIH installations.

Lengthy Study

HCA AND WESTERN HOTELS came about after an extensive seven-month study to determine the advantages of the two companies working together.

In a joint statement, Roger P. Sonnabend, President of HCA and Edward E. Carlson, President of WIH, announced that the combine is "an aggressive sales and marketing effort to establish an international network of more than seventy leading hotels and motor hotels designed to benefit the traveling public."

Predecessors to the Hotel Corporation of America date back to the 1930's when the late A. M. Sonnabend of Boston acquired active interest in several resort properties.

Western International Hotels was begun in 1930 by S. W. Thurston, Frank A. Dupar and several other Washington State hotel men who established a management company to benefit their respective member properties.

Space Needle Honors Airman

The Space Needle Restaurant helped make military service a bit brighter for Airman Second Class Cary L. Laramore recently.

When he was named Airman-of-the-Month at Paine Field near Seattle, Laramore was treated to dinner for two at the famous Puget Sound landmark. His date



Airman Laramore with his surprise date, Linda Adams.

with a beauty queen was arranged by the Everett Junior Chamber of Commerce.

"With so many of our boys in uniform again, this is the least we can do to support them," said Warren Saunders, Space Needle manager. "We plan to continue to cooperate with Paine Field officials on this program."

The Space Needle will rotate monthly with The Olympic's Golden Lion in feting the deserving airmen.

New Vice Presidents

James Craig has been named HCA vice president for overseas expansion. Robert Golbach succeeds him as vice president of HCA's motor hotel division.

Marketing Story Goes to Europe

The story of "One World of Fine Hotels" was recently presented to travel agents, traffic managers and carriers in Frankfurt, Germany. Responsible for the presentation were Ingeborg Kranz, manager of the HCA AND WESTERN HOTELS office in Frankfurt, Don Curtis, vice president HCA AND WESTERN HOTELS, London, and George Neumann, vice president, HCA AND WESTERN HOTELS marketing.

During a series of reception presentations in Europe, George Neumann, Don Curtis and Tony Dirsztay, vice president and general manager of the Carlton Tower, London, also presented the Hotel story to groups in Paris and Munich.

International Inn Joins 'One World'

The International Inn, Washington, D. C., has joined "One World of Fine Hotels" as an HCA property.

Built in 1962, The International Inn is a short walk from the White House and has 350 spacious guest rooms and suites decorated in the motif of foreign countries.

The grand ballroom and additional meeting areas can accommodate groups from 20 to 1,000. Under-street-level parking is available.

A special feature of the inn is an all-weather, glass domed swimming pool, 38 by 68 feet long.

Richard Bromley has been appointed vice president and general manager of The International Inn.

Dan London Named

Dan E. London, senior vice president and a director of WIH, has been appointed supervisor of Western International's Northern California Division.

In his new capacity, London will supervise the operations of The St. Francis, The Sir Francis Drake, The Maurice and The Miyako Hotels in San Francisco. The latter is scheduled for completion in April of 1967.

He will also oversee management of the Fitzhugh Building in the Bay City.

Promotion of the Month . . .

Everything's at the Olympic  in Seattle!



nothing's missing (except you)

HOTEL CORPORATION OF AMERICA AND WESTERN INTERNATIONAL HOTELS

The Olympic in Seattle is the HCA AND WESTERN HOTELS featured "Hotel of the Month." Counter cards, rack cards and other promotional displays of The Olympic are being featured in all HCA AND WESTERN HOTELS during April. In March, The Hotel Mayflower in Washington, D.C., was featured.

Front!

A monthly news publication for the employees of
HOTEL CORPORATION OF AMERICA
AND
WESTERN INTERNATIONAL HOTELS

ONE WORLD OF FINE HOTELS

FRONT! is published by HCA AND WESTERN HOTELS

GABE FONSECA Editor

Executive Offices: The Olympic, Seattle, Washington 98111

LITHO IN U.S.A.

PRESIDENTS AGREE, GOOD COMMUNICATIONS ARE VITAL

With this issue of FRONT! we welcome as readers all of our friends and associates in both Hotel Corporation of America and Western International Hotels.

In today's fast-paced living, One World of Fine Hotels can be more closely knit together by reinforcing our lines of communication, and this is our aim with your new employee newspaper.



CARLSON

It has been said that we are in the "people business." True, and each reader is one of "our people," who serve the people who come to stay with us in our hotels or visit our restaurants.

We look for a long and successful publishing of FRONT!, made so through a constant exchange of news from our more than seventy hotels.

Edward E. Carlson
President
Western International Hotels

It is wonderful to greet each employee of Hotel Corporation of America and Western International Hotels through this new employee publication, FRONT!

As HCA And Western work together in our new expanded, world-wide marketing effort, this new publication will bring us more closely together.



SONNABEND

I know that FRONT!, as its predecessors, will keep us all informed of company activities, will serve as a medium for exchange of ideas between hotels, and will bring recognition to individual employees and groups for their achievements.

I am sure we will all enjoy reading FRONT!—our new HCA And Western publication.

Roger P. Sonnabend
President
Hotel Corporation of America

UP FRONT!

Hey, look us over — we hope you like what you see! This is the first issue of FRONT!, your new monthly newspaper.

We chose a newspaper format because you're what's happening in this one-derful world of HCA AND WESTERN HOTELS — and what's happening makes news! What's happening in the plans, progress and policies of your Company makes news of interest to you, too.

Pride in your job, the people you work with and in the organization you work for is better maintained when you are fully informed. It's the job of FRONT! to give you this up-to-the-minute information as far as we are able.

To carry out the newspaper idea still further, we have included, or plan to include, some of the popular features like those you will find in your local papers — cartoons, quizzes, a "classified" section, letters-to-the-Editor column, photo pages, etc. FRONT! is intended as your personal newspaper for your information, enjoyment and participation.

And we encourage your participation. If you have any special talents such as writing, cartooning, etc., for possible publication, send the material to us. Who knows—it may be the start of something big for you! Your criticisms and ideas for improvement would be most appreciated also. Write directly to:

Editor FRONT!
Executive Offices
The Olympic
Seattle, Washington 98111

or have your Hotel correspondent include it with his mailing to this office.

A special note to correspondents: FRONT! needs news and views from both Eastern and Western divisions of the organization. Be sure your Hotel is represented in each issue. Send in your news stories and photos whenever they happen . . . WE WANT TO HEAR FROM ALL OF YOU!

In this first issue and in succeeding issues look to FRONT! to keep "UP FRONT!" with what's going on NOW at HCA AND WESTERN HOTELS.

See you next month!
GABE FONSECA
EDITOR

Now, Together, One World of Fine Hotels!



Dear Correspondent,

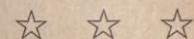
As we go to press we are still missing a complete and up-to-date list of correspondents from all our HCA AND WESTERN HOTELS.

We hope to rectify this with the next issue and give credit where credit is due.

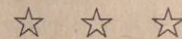
Please send in your official hotel correspondent's name to FRONT! as soon as you can.

Thank you,

Gabe Fonseca
Editor, FRONT!



LOOK TO
LOS ANGELES
IN JUNE



AD-VENTURE

Newspapers have advertising—and so does Front! But ours has a different purpose.

Each month we will reproduce some of the ads promoting HCA And Western Hotels properties. The reason is to keep all of you informed about the key selling points of our various hotels.

Some of the ads this month are a mite obsolete — they were prepared before the joint marketing program — but they tell the story of their respective institutions, and that's what counts!

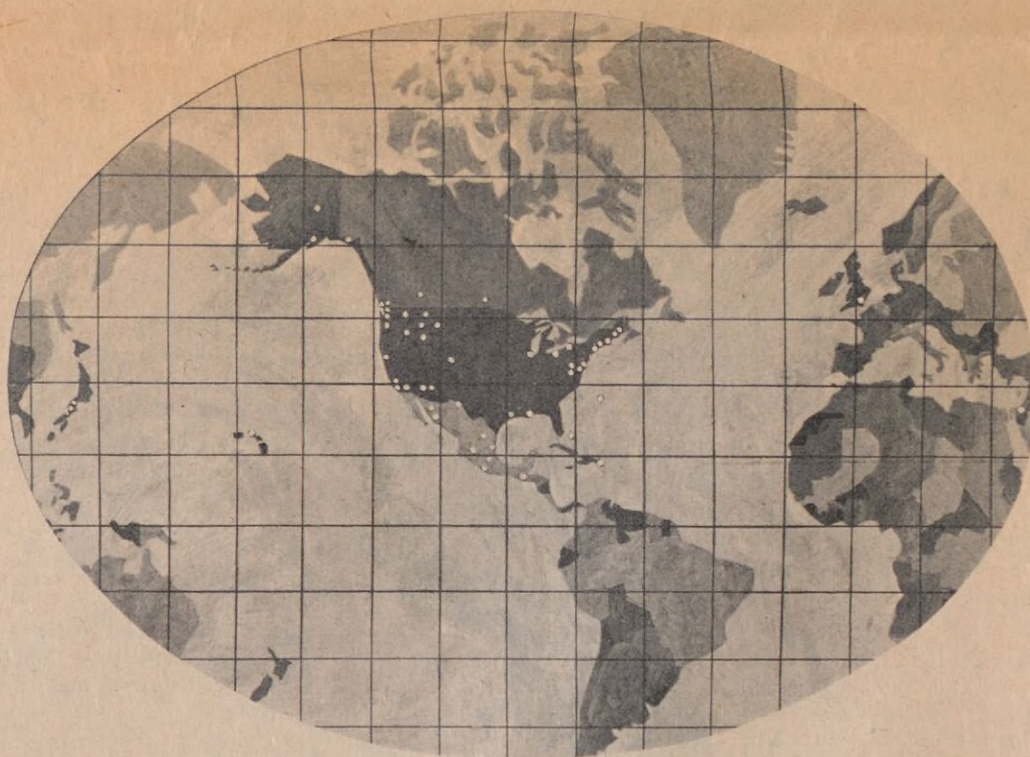
Promotions of staff members at Hartford's Hotel America have been announced by Arthur Dooley, vice president-general manager.

Advanced to executive chef is Michael Branch, while Hugh Ralli has been promoted to ban-

quet manager. Ronald Kelley has been elevated to assistant sales manager.

Appointed controller is William Thor, who comes to this post from The Plaza where he was assistant controller.

One-derful World of HCA-WESTERN HOTELS



"One World of Fine Hotels" stretches from Anchorage, Alaska, to Guatemala City, from Israel around the globe to Tokyo, Japan. It is a happy arrangement which permits more than 70 outstanding hotels — affiliated with two separate organizations — to work together for the benefit of all. Staff members of both Hotel Corporation of America and Western International Hotels are urged to become familiar with locations and accommodations of all properties within the joint marketing agreement. The program has been widely hailed for its service concept; it's up to all of us to make it work!

UNITED STATES

- ALEXANDRIA, Va. Charter House
- ANAHEIM, Calif. Charter House
- ANCHORAGE, Alaska Anchorage-Westward
- ANNAPOLIS, Md. Charter House
- BANGOR, Me. Charter House
- BELLINGHAM, Wash. Leopold
- BILLINGS, Mont. Northern
- BOISE, Ida. Boise, Owyhee Motor Inn
- BOSTON, Mass. The Somerset Hotel, Hotel Kenmore
- BOSTON Area Charter Houses in Braintree, Cambridge, Lynn, Newton and Waltham
- BUFFALO, N. Y. Charter House
- BUTTE, Mont. Finlen Hotel and Motor Inn
- CAREFREE, Ariz. (Scottsdale) Carefree Inn
- CHICAGO, Ill. Continental Plaza
- CLEVELAND (Euclid), Ohio Antlers Plaza
- COLORADO SPRINGS (Spring, 1967) Cosmopolitan
- DENVER, Colo. Detroit Airport Hotel
- DETROIT, Mich. (Fall, 1966) Fairbanks Inn
- FAIRBANKS, Alaska Rainbow
- GREAT FALLS, Mont. Hotel America
- HARTFORD, Conn. Hotel America

- HONOLULU, Hawaii Ilikai
- HOUSTON, Tex. Hotel America
- JUNEAU, Alaska Baranof
- KITTERY, Me. Charter House
- LOS ANGELES, Calif. (Century City) Century Plaza (June 1, 1966)
- NEW ORLEANS, La. The Royal Orleans
- NEW YORK, N. Y. The Plaza
- PALM SPRINGS, Calif. Oasis
- PHOENIX, Ariz. Caravan Inn
- POCATELLO, Ida. Bannock Motor Inn
- PORTLAND, Me. Charter House
- PORTLAND, Ore. Benson
- SAN FRANCISCO, Calif. St. Francis, Sir Francis Drake, Maurice, Miyako (1967)
- SEATTLE, Wash. Olympic, Benjamin Franklin, Space Needle Restaurant
- SPOKANE, Wash. Davenport
- WASHINGTON, D. C. The Mayflower, Charter House, AirWayte, International Inn
- CANADA
- CALGARY Calgary Inn
- VANCOUVER Bayshore Inn, Georgia
- VICTORIA Imperial Inn
- WINNIPEG Charter House

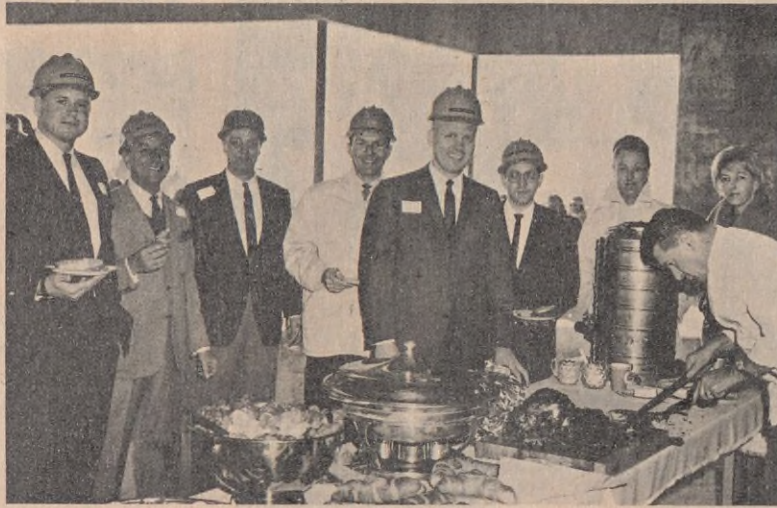
MEXICO

- ACAPULCO Caleta, El Mirador
- CULIACAN Los Tres Rios Motel
- GUADALAJARA Camino Real
- HERMOSILLO El Encanto Motor Inn
- JUAREZ Camino Real
- MEXICO CITY Alameda, Francis, Majestic, Ritz, De Cortes
- MORELIA Virrey de Mendoza
- OAXACA Hotel Victoria
- PATZCUARO Posada de Don Vasco
- SALTILLO Camino Real
- TAMPICO Camino Real
- ENGLAND
- LONDON The Carlton Tower
- ISRAEL
- CAESAREA Caesarea Golf and Beach Hotel
- JAPAN
- TOKYO Represented by Palace Hotel
- GUATEMALA
- GUATEMALA CITY Guatemala-Biltmore
- BERMUDA The Carlton Beach
- NASSAU Balmoral Club

Front! pictorial...



Old boots 'n beans are obviously not the menu items preferred by Don Allison and WIH President Edward Carlson in a surprise gag situation at WIH Managers' Meet.



Century Plaza staffers eat out in anticipation of their June 1 opening. L to r are: David Evans, sales manager; Jack Borg, director of food-and-beverage; Larry Morris, director of staff services; Harry Mullikin, managing director; Dan McClaskey, resident manager; Clayne Dice, administrative assistant; Sally Sheals and Joan Kingston, sales secretaries; Walter Roth, executive chef.



John T. Cameron, manager of the Buffalo Charter House, New York, welcomes Olympic Swimming Star Lynn Burke in obviously non-swimming weather.



Calgary Inn staffers surprised Manager Dwight Call with this unique reader-board. Call, with his enlarged family, has moved to The Benson as general manager.



Traffic on Washington, D.C.'s, busy Connecticut Avenue virtually came to a standstill recently to allow our photographer time to pose this shot of The Mayflower entry. Readers will recognize reprints of this Mayflower photo, in full color, as the subject of HCA AND WESTERN HOTELS' "Promotion of the Month" for March.



Henry Tomita's face indicates his pleasure at being named The Benson Hotel's Thurston Dupar Inspirational Award nominee.



Pastry Chef Romano Banagure (left) instructs two of 36 City College of San Francisco hotel management students who "took over" The St. Francis for a day in the 15th renewal of the practical class project.



Celebrating the sixth anniversary of the Winnipeg Charter House, G. Stan Houston, General Manager, presented small gifts to six original staff members. Left to right back row: Julius Heiman, houseman; Joe Curley, cook; Peter Tomko, head bartender. Front: Flo Jakul and Mary Naylor, Coffee House waitresses; Leona Cooke, Rib Room cashier.



Reservation Supervisor Rose Ann Leonard and Front Desk Clerk Phil Hughes of The Benjamin Franklin pose with the "One World" display described in the story about the photographer on Page 4.



Davenport Hotel employees presented "The Drunkard" to brighten the winter season. L to r are: Gil Moe, Peg Weatherford, Jackie Tripp, Carol Titas, Art Beaulier, Veronica Tuttle, Della Johnson and Gary Lorentzen.



The Bayshore's General Manager Charles Indermuehle presents British Columbia totems to HCA general managers Alphons Salomone of The Plaza and Jack Craver of The Mayflower.



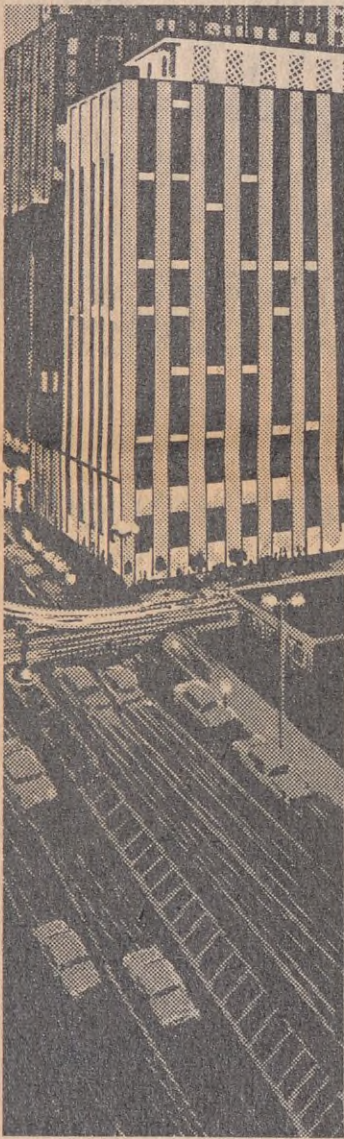
Comedian Kenney Milton (left) gets plenty of assistance in the laugh department from Rita Hall, Lautrec hostess, and Bob Keith, assistant controller, at a Continental Plaza staff party.

WIH Publishes Career Booklet

In its continuing effort to attract top college graduates, Western International Hotels has published an 18-page brochure describing the advantages of careers in the hotel industry and WIH in particular.

"The success of our company has always been and will continue to be in direct proportion to the success of the individuals associated with us," said President Edward E. Carlson in a statement prepared for the booklet, which was designed for recruiting purposes.

Featured in the brochure are eight WIH "success stories": Daniel R. McClaskey, University of Illinois; Richard J. Ferris, Cornell University; Dwight Call, Washington State University; J. William Keithan, Cornell University; Charles R. Nickel, University of Denver; John D. Martino, Michigan State University; Peter H. Flood, Stanford and Cornell Universities; James E. Durham, Washington State University.



The Continental Plaza, Chicago, Illinois

In Chicago

from \$15

400 quiet rooms of luxury. Roof-top pool. Free Sauna and steam baths. Elegant international dining and dancing. Enclosed parking. Reservations through any travel agent or call:

COLLECT

(312)943-7200

IN CHICAGO

The Continental Plaza
909 N. Michigan Ave.



WESTERN INTERNATIONAL HOTELS

Owning and managing fine hotels throughout the Western World

CELEBRITIES AMONG US



Comedian Jack Benny was a guest at The Calgary Inn where he was served by Anne Galloway, Margaret Kluppelberg and Marie Beaudry. The girls report he was not as pinch-penny as his writers would have us believe.



Marlene Dietrich, still as beautiful as ever, visits with admirers in the El Camichin of The Hotel Alameda, Mexico City.



Paul Hornung (right), professional football star with the Green Bay Packers, stayed at The Olympic during a recent off-season speaking tour. With him are Mike Doherty, director of sales for The Antlers Plaza, Colorado Springs (left), and Dean Taylor, The Olympic's front office manager (center).

BOSTON BOUND?



Almost Sinful!

Posh rooms. Soft beds. Good fattening food. Learned bartenders. Pagan type swimming pools.

For Puritans there are complete business facilities. Message service. Car rentals. Free Parking. Etc. Etc. Etc.

And... a confirmed reservation means a confirmed rate. You never arrive late and have to pay more.

Here's the secret N.Y.C. telephone number for assured reservations in the Boston area... Plaza 2-9100.

CHARTER HOUSE MOTOR HOTELS

HOTEL CORPORATION OF AMERICA

NORTH SHORE
Lynn, Rte. 1A
DOWNTOWN
Cambridge, Rte. 1
WALTHAM
Rte. 128
NEWTON
Rte. 9
SOUTH SHORE
Braintree, Rte. 128

Around 'One World' in 13 Days

Photographer Paul Thomas out-hustled legendary Phineas Fogg when he traveled "Around One World of Fine Hotels" in just 13 days.

The occasion was a photographic assignment to picture the atmosphere and attractions of the various HCA AND WESTERN HOTELS properties in the U.S. and overseas.

Thomas, a Seattle-based freelance photographer with many newspaper and top national magazine credits, produced the superb series shown on Page 8 for company advertising and promotion use. The results of his trip are now being featured in lobbies, elevators and in special displays throughout "One World."

Starting at The Continental Plaza in Chicago, Thomas and his trusty camera captured the relaxed convivial atmosphere of The Consort in the person of a friendly bartender.

Next, the lens-master journeyed to The Plaza in New York where he snapped Old World charm and New World beauty in The Palm Court After 8. His model was a petite waitress.

Perfect Blend

Jetting B.O.A.C. to London, Thomas spent two memorable days at The Carlton Tower where his prime target was a top-hatted doorman. "A perfect blending of Anglo-American hotel operation ideals" was the photographer's description of the elegant HCA installation.

Back to the U. S. A. again, his next stop was at The Mayflower in Washington, D.C. In a city where "government" is the main order of business, the "feel" of an important Capital City hotel busily catering to people of national and international affairs is expressed best by the cordial ready-to-serve smile of The Mayflower desk clerk.

In the heart of the picturesque French Quarter, Thomas sensed the color of the Old South in general and New Orleans in particular with his poetic lens. He depicted the famed Southern hospitality through a candid snap of a beaming doorman.

The East-meets-West character of San Francisco was captured in the charming smile of the kimoned Japanese elevator girl who greeted Thomas on his arrival at The St. Francis.

An International Aura

From the Golden Gate, he returned to Seattle and the familiar Olympic Hotel. The exotic, turbaned waiter in the hotel's luxurious Golden Lion restaurant suggests the growing international aura of this bustling Pacific Northwest seaport city.

Soon to be opened, the Century Plaza Hotel in Los Angeles provided the final shot in the series of fine photos—a gourmet chef in action.

Commenting further on his 13-day junket, Thomas had the following composite reaction:

"Each hotel seemed to capture fully the unique qualities of its particular community. You did not have the 'lost feeling' of being in an anonymous hotel in an anonymous city. And each hotel had its own individual personality, yet the standards of excellence were uniformly reliable."

Staff Changes

George Moore is now marketing director of The International Inn... Lee Jenks has been named resident manager of The Ilikai... Brent McDonald replaces Jenks as executive assistant manager of The Olympic.

James Nassikas returns to The Royal Orleans as vice president and general manager... New general manager at The Owyhee is Phil Murelaga... Charles (Chuck) Grigsby is HCA's mid-west regional sales manager, Chicago.

Named general manager of The St. Francis is William G. Quinn... Research specialist for HCA and Western will be Roger Everingham... David N. Plant is now GM of The St. Francis Drake.

F. R. "Skip" Boyd, new HCA and Western regional sales manager, Washington, D.C... Kerry Hilaire, assistant manager, The Benson... Ken Boyles, sales representative, The Mayflower... Robert J. McCauley, executive assistant manager, The Georgia.

Chris White, assistant sales manager, The Somerset... Milton A. Webber, manager, The Maurice... Michael Leven, director of marketing, The Plaza... Frank Starnes, sales manager, The Georgia... Ronald Couget, director of sales, The Royal Orleans.

Alfred Freudenthaler, executive assistant manager, The Calgary Inn... John White, executive assistant manager, The Davenport... Steve Stock, manager, Granada Grill, The Century Plaza... Ray Anderson, chief accountant, The Calgary Inn.

Steve Stearns, assistant sales manager, The International Inn... John Ramsay, sales manager, The Century Plaza... Dwight Call, general manager, The Benson... Jack Elliott, manager, The Finlen.

Baranof Western Honors Veterans

The Baranof Western of Juneau, Alaska, recently feted 14 employees compiling a total of 180 years' service at the hotel.

Waitress Mary Leath, who has been with the Baranof for 26 years, was honored as the hotel's most veteran employee.

MARY LEATH Others on the payroll for more than 20 years are Sammy Samineigo, 24, and Marcello Quinto, Sr., 20.

Manager William Bryant presented customary service pins.

To vacation here is to come to intimate terms with leisure. If such an arrangement would embarrass you, you're better off elsewhere.

Your travel agent knows. Call him. Or call our Chicago office: 782-1119



Personal Service Begins With Attitude, Atmosphere

The following talk was delivered by Arthur D. Dooley, general manager of the Hotel America, Hartford, to food-and-beverage managers of the Charter House Division. It is so pertinent and provocative that we are re-printing it for the benefit of all.

I do not believe in the waving of flags and the beating of drums, the hanging of signs and the establishing of rules for Personal Service. To me it's an attitude and an atmosphere!

If the top management of this hotel—the assistant general manager, the sales manager, the food-and-beverage manager and myself—are out in the lobby, in the dining rooms, in the public areas saying "hello" to people, being helpful to people and letting people know that this hotel is a warm, living thing—not just a beautiful building of cold bricks and mortar—then this feeling is carried down through the ranks, through the front desk, through the bellmen, through the waiters and waitresses and banquet people and maintenance people.

Yes, even in the kitchen the attitude of a cook to a waiter reflects the attitude of the waiter to the guests. Certainly we have our problems in the back of the house. We have locker room problems; we have shower facility problems. But we are working to improve them because . . . one cannot in good conscience say to a waiter:

"Go into a dismal, dark and neglected locker room and change your clothes and wash up in a dirty, littered men's room and then go into a noisy, cluttered kitchen and take abuse from an arrogant floor chef or an ill-tempered broiler man and then walk through the swinging doors to the dining room and completely change your personality. Smile and be cordial to the guest; call him by name and extend the warm welcome of Hotel America."

It's ludicrous!!!

These people who work in our kitchens and our dining rooms deserve the dignity of being treated like a fellow human; they deserve what we would expect as a minimum consideration of clean facilities, decent food and courteous treatment. I'm not saying waste your money and be a



ARTHUR D. DOOLEY

soft touch—but I am saying spend your money wisely and be fair and firm.

Personal Service starts at the very top and the very bottom. There is a great future in the hotel business and certainly in the food-and-beverage portion of it. The future of our industry is in the hands of people such as yourself.

Lots of Satisfaction

If you don't want the long hours, the heat of the kitchen and the complaints of the guests, get out now and get a Civil Service job! But if you want the satisfaction of a challenging career, the fun of forever meeting new people, the gratification of watching people grow and develop under your guidance, the knowledge that only the best reach the top and stay there . . . then go back to your properties and be an effective part of your management team; think creatively and have the courage of your own convictions. And never be concerned about tackling a job where others have failed.

Grid Lab. Held

The second HCA Management Grid Laboratory was held recently at the Lynn Charter House.

More than 50 representatives from the Hotel Division, Motor Hotel Division and Central attended the conference designed to provide greater insight and skills for organizational effectiveness.

Bob Golbach, vice president, directed the week-long meeting. He was assisted by Carl Albers, Jim Craig, Jack Hawley, Jim Stamas, Jerry Kadish, Jack Cameron, Manny Ferris and Mike Schweiger.

Lap of Luxury

The luxurious \$175-a-day International Suite of The Bayshore Inn of Vancouver, Canada, is the ultimate in hotel accommodations.

General Manager Charles Indermuehle describes the new suite as the perfect answer for the "man who has everything—and wants a little bit more."

The International Suite includes an expansive parlor with grand piano, a fireplace and an adjacent rooftop terrace; two guest powder rooms; two bedrooms; ad infinitum. (For further information see story on Page 7.)

Owyhee's New 'Gamekeeper' Features 17th Century Decor



Gamekeeper waiter, Otis Basedon, watches Broiler Cook Orville Horst, Executive Chef Earl Holt and WIH's Executive Chef Reinhold Keller prepare "Henry the Eighth's Delight," a prime rib specialty.

"Like walking into something in elegant old Europe" is the way Betty Penson, woman's editor of The Idaho Daily Statesman, describes The Owyhee Motor Inn's new restaurant and tavern, The Gamekeeper.

Appropriately, J. W. Woodworth, Idaho's director of fish and game, cut the opening ribbon as the Gem State's official "gamekeeper."

Designer John Schwartz of Western Service & Supply Company turned to the 17th Century for decor, selecting a combination of brick, wrought iron, walnut, clay tile and leather. He added to that such unique decorative items as carved wood, old firearms, lanterns and tapestries. Traditionally, service person-

nel are costumed in knickers, longhose, vests, leather aprons and pouches. Each evening the captain announces the dinner hour with a five-foot post horn.



GOLF SUN

Land at Carefree (ties and terminal).
 Airport (20 miles north of Scottsdale, with a 4,000-ft. runway, fueling facilities and terminal).
 Minutes away—golf, swimming, lazy-luxury resort living at Carefree Inn.

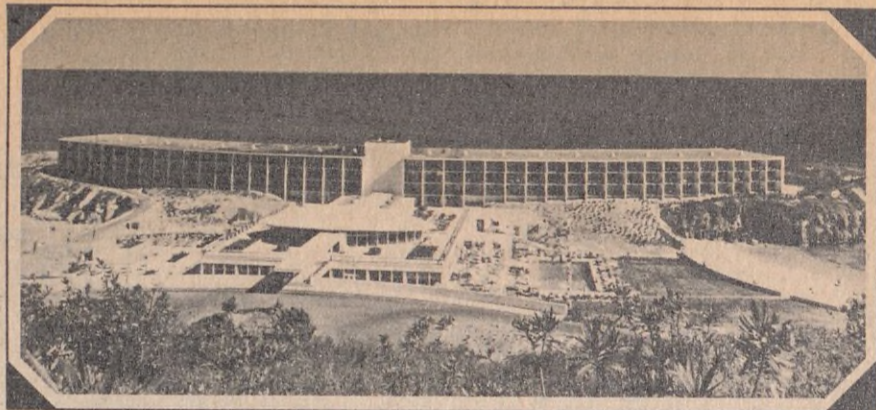
The Carefree Inn Carefree, Arizona

For reservations, call or write your nearest HOTEL CORPORATION OF AMERICA WESTERN INTERNATIONAL HOTELS



the carlton beach

Bermuda's truly eminent Hotel



Dear Travel Agent:

You're the rum in our swizzles!

Love,

Bill Morris

Vice President & General Manager
 The Carlton Beach
 Bermuda

P.S.

Thank you for last year...it was spectacular! We're still young enough, we're allowed to be flabbergasted. And now we're "in" enough to be looking forward to another outstanding season this year...with your help, of course.

P.P.S.

Queries? Information? More Carlton Beach literature? Write me, please. Or contact your nearest TARS (Travel Agent Reservation Service) Office.

P.P.P.S.

In New York, The Carlton Beach Sales Office
 The Plaza, Fifth Avenue at 59th St., PLaza 2-9100
 Hotel Corporation of America

Washington sleeps here,

and so does everyone who comes to Washington looking for more than a place to hang a hat. They eat here. And drink. And talk business. And entertain clients and kings. And join the ladies in the Presidential Room. "Here", of course, is The Mayflower, where you ought to be.

Teletype No. 202-965-0766



The Mayflower Hotel

Washington, D.C.

HOTEL CORPORATION OF AMERICA

Front! features...

RECIPES I LIKE BEST



GINA TUCKER

Each month FRONT! will feature a favorite recipe from someone in the HCA AND WESTERN HOTELS family.

We thought it most appropriate to begin with one from Gina Tucker, who since 1933 has kept

an eagle eye on the menus of Western International affiliates.

Gina is the new director of housekeeping at The Century Plaza in Los Angeles after years of hotel-hopping as assistant director of food-and-beverage for WIH.

Since earning her degree in institutional management from Washington State University, she has become an internationally recognized expert in menu planning, food control, staff training and other concerns of the kitchen.

For WIH she has organized an annual food-and-beverage conference to keep hotel menus both palatable and profitable.

Professionally, Gina is an active member of the American Home Economics Association and Home Economists in Business.

PEACH MACARON CUSTARD

Ingredients:

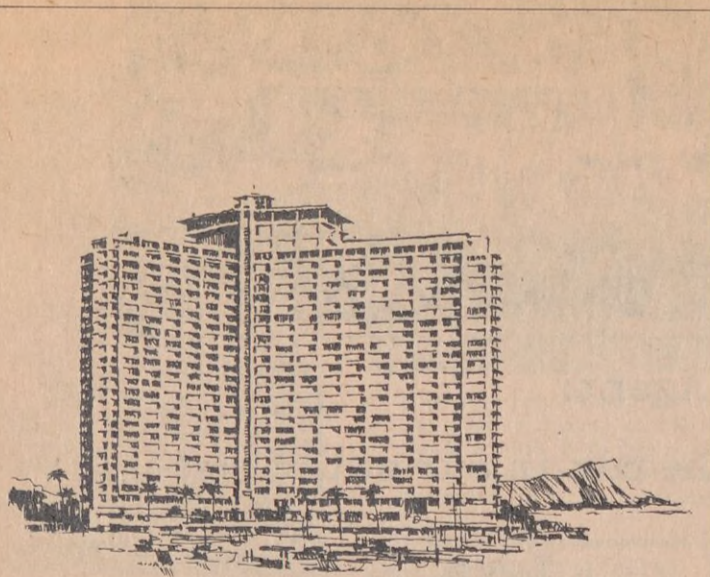
1 - 1 pound (#303) can sliced cling peaches, drained	½ cup granulated sugar
8 macaroon cookies	pinch salt
3 eggs	½ teaspoon vanilla
	2½ cups milk

Method:

Preheat oven to 350°.

Break macaroon cookies into pieces the size of raisins.

In mixing bowl, combine eggs, sugar, salt and vanilla; then add milk. Sprinkle ½ of the macaroon pieces into custard cups or a 1½-quart baking dish; cover with a layer of peaches. Repeat with more macaroon pieces and peach slices. Top with remaining macaroon pieces. Pour in custard mixture. Place cups or baking dish in a 13 by 9 pan filled 1 inch deep with hot water. Bake in moderate oven, 350°, for about 45 minutes or until the custard is set and golden brown on top. Cool. Makes 6 servings.



IN HAWAII THE ILIKAI

Thirty stories of luxury resort-hotel living overlooking Waikiki Beach. For your extra enjoyment, superb accommodations with kitchenettes, lanais and sweeping views. The spectacular Top of The Ilikai glass-walled, view-surrounded restaurant. The intriguing Hong Kong Junk night club. The elegant Beau Rivage French cafe. Entertainment. Wonderful food. White sand beaches. Pool. Carefree pleasure. Every excitement to keep you enchanted for a lifetime!

now associated with
WESTERN INTERNATIONAL HOTELS



P. S. Those of us at The Benson, The Multnomah and the entire Western International Hotels organization, are particularly proud to begin 1965 with this announcement of our new association with the elegant Ilikai. And we welcome the opportunity to extend to our many Mainland friends, the same warm, wonderful hospitality in Hawaii that is enjoyed in Western International Hotels throughout the Western world.

Sincerely,

Edward E. Carlson, President
Western International Hotels



One of our room maids tells us that automation is man's effort to make work so easy that a woman can do it all!

✦ ✦ ✦

Banquet manager to new waitress: "Remember, always serve food from the left and take the plates from the right."

Waitress: "Whattsa matter? Are these people superstitious or something?"

✦ ✦ ✦

"I had a very frustrating day," the pretty young sales secretary said. "Our new efficiency expert kept looking at me, and I didn't know whether to act busy or interested."

✦ ✦ ✦

Bellman 1: "How come Henry is so lucky at cards and does so badly at the track?"

Bellman 2: "That's easy. They don't let him shuffle the horses."

✦ ✦ ✦

One of our astute waitresses offers this warning: "Remember, girls, a gentleman is merely a wolf with patience."

✦ ✦ ✦

Much-traveled Guest: "We were surrounded by natives uttering savage cries, dancing madly and beating the earth with their clubs."

Desk Clerk: "You mean you were playing golf?"

LOBBY QUIZ

Here's a chance to test your knowledge of historical hotel "firsts."

Questions:

1. When were bellhops first used as a regular service?
2. What hotel was the first to offer organizations a regular meeting place?
3. Where was the European Plan first instituted in America?
4. How long have safety deposit boxes been installed as an hotel service?
5. The innovation of electric lights appeared first in which hotel?

Answers:

1. At Boston's Tremont House in 1829. (The Tremont called them "Rotunda men.")
2. New York's City Hotel in 1836.
3. At New York's Washington Hall in 1840.
4. Since 1848, at Boston's New England Hotel.
5. In 1882 at the Hotel Everett in New York City.

YOU CAN HELP!

If you have a favorite hotel joke or an idea for Lobby Quiz, send it along. Help entertain the rest of us in the HCA And Western Hotels family.

Kite Consultant at the Ben



Ben Franklin's kite-flying propensities were commemorated with a kite clinic and exhibition in the lobby of his namesake hotel in Seattle.

James Carnwath (left), an aeronautics engineer and kite hobbyist, served as a consultant to small boys and their accompanying fathers.

Inspecting one of Carnwath's unique kite collection are Ralph Van Noy (center), manager of The Benjamin Franklin, and Don Masten, doorman.

The kite clinic is one of the hotel's continuing promotions related to America's famous statesman, inventor, philosopher and jack-of-all-trades.

BOOKS YOU MIGHT ENJOY

FARE THEE WELL. By Leslie Dorsey and Janice DeVine. Crown Publishers, Inc., New York.

An elegantly appointed, if sometimes sentimental, chronicle of hostelry Americana from the Revolutionary period to the eve of World War I.

FARE THEE WELL is handsomely prepared and lavishly illustrated, featuring several rare engravings, drawings and photographs. Many hotel documents are also reproduced, including complete menu cards providing an interesting historical sidelight on the changing eating habits of the American hotel diner.

The text is light, bright and appears well authenticated. Clearly, the authors were in love with their subject and realized the roles hotels played in shaping American history.

Most anyone—especially those of us in the hotel world—will find FARE THEE WELL a fascinating description of a proud, colorful heritage.

BEMELMANS' LA BONNE TABLE. Selected and edited by Donald and Eleanor Friede. Simon and Schuster, New York.

Here is the best of Bemelmans on his favorite subject: *la bonne table*. The gifted and exuberant Bemelmans was trained as a boy for a career as a hotel keeper and restaurateur—professions that never ceased to fascinate him, though it soon became obvious that his talent and temperament were better suited to drawing, painting and writing.

The entrancing words and pictures assembled in this book form a record of his lifelong love affair with the art of dining. The reader is transported to the grand hotels and the great restaurants of Europe and America.

LA BONNE TABLE is close to being his *autobiography gastronomique*. In it he records the high (and some riotously low) points in his life in terms of food, a feast of words only the incomparable Bemelmans could create.

Incomparable.



The Plaza

Fifth Avenue at 59th Street, New York 19, N.Y.

HOTEL CORPORATION OF AMERICA

Tokyo's Palace Hotel Joins "One World"

New Additions For HCA-Western

The Palace Hotel, an elegant 450-room structure in the heart of Japan's capital city, will represent HCA And Western Hotels in Tokyo.

An agreement effecting the as-



Moriye Tachibana Masatomo Yoshihara

sociation was signed by Edward E. Carlson, president of WIH, and Masatomo Yoshihara, president of The Palace Hotel.

The new representative for HCA AND WESTERN HOTELS provides the finest tourist and business accommodations in Tokyo. Strategically located, the hotel is only three minutes from Tokyo Central Railway Station, less than 20 minutes from Tokyo International Airport and within easy walking distance of The Ginza.

The Palace's 13 levels are completely soundproof and air-conditioned. In addition to a wide variety of banquet and reception areas, it offers the 2,000-capacity Rose Room.

For diners, the hotel features the beautiful Swan Room overlooking the Imperial Moat, the



The luxurious 450-room Palace Hotel is centrally located in downtown Tokyo. It is located directly opposite the Imperial Palace and is within walking distance of The Ginza as well as other shopping and business districts.

Crown Restaurant with its panoramic view of the city, the Viking Room, as well as Sukiyaki, Tempura and Sushi restaurants with authentic Japanese decor.

Also available are four cocktail lounges, a 20-shop arcade, a Turkish bath, an art gallery and other special services.

Masatomo Yoshihara, dynamic president of The Palace, is a graduate of Tokyo University, a past board member of the Tokyo Chamber of Commerce and has had wide business interests in Japan.

General manager of the hotel is Moriye Tachibana, a 1918

graduate of Waseda University. A long-time shipping and hotel executive, he has had hotel and restaurant training at Columbia University.

Masao Yoshihara, eldest son of the hotel president, is executive manager. He is a 1948 graduate of Keio University.

HCA And Western Hotels are experiencing the pleasant business disease called "growing pains."

Western International Hotels de Mexico recently added three new properties South of the Border: The Posada de Don Vasco Hotel in Patzcuaro, with Xavier Diaz de Leon, manager; The Hotel Victoria, Oaxaca, Gabriel Martin del Campo, manager; and The Hotel Virrey de Mendoza, Morelia, managed by Mariano de Miguel.

Construction Underway

The Guatemala-Biltmore, Guatemala City, began construction of an 88-room addition. Completion is anticipated in late 1966.

Seattle's Benjamin Franklin will start construction this year on a 22-story tower addition to include 445 guest rooms, new lobby, ballroom and garage. The project is scheduled for completion in late 1967.

WIH has four other properties in various stages of construction. The Century Plaza, Los Angeles, June 1, 1966; The Detroit Airport Hotel, Fall, 1966; The Antlers Plaza, Colorado Springs, 1967; The Miyako, San Francisco, 1967.

Overseas Developments

Euston Station, a new HCA motor hotel, is now under construction in London, and plans are nearing completion for a 350-room hotel in Rome.

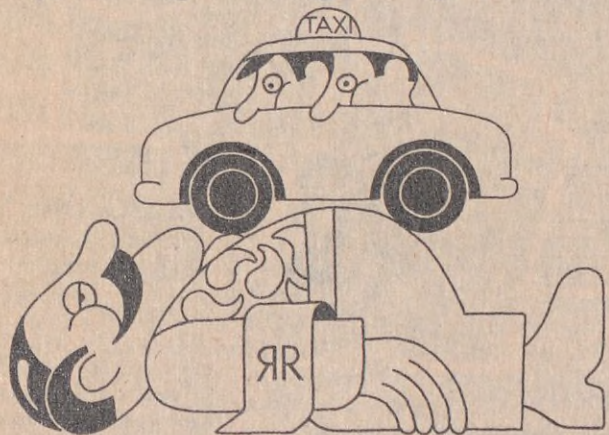
Signing the Agreement



Edward E. Carlson

Masatomo Yoshihara

Get in a cab and say, "Driver, where is the best place in town for Double Sirloin Steak Chateau?"



Faster than you can say Hotel America or Bust, he'll take you to our place and a cozy table in The Rib Room. It will cost you \$1.15. Plus tip. For the cab fare. The Double Sirloin is a lot more. Because it's a king sized portion for two people, lovingly garnished with marvelous fresh mushrooms, served with a bouquetiere of fresh garden vegetables, and an exquisite Bernaise sauce. Used to be we only had aged roast beef and the likes in The Rib Room. We've just recently added dozens of smashing gourmet specialties. Had to. You see, we have this very imaginative chef. He got hostile and withdrawn from cooking the same old chateaubriand day after day. Cab down to The Rib Room soon and applaud the chef's intriguing new menu. Or take the bus. And leave the cooking to us.

THE RIB ROOM - HOTEL AMERICA Cullen Center Smith at Jefferson



SEATTLE - THE OLYMPIC LONDON - THE CARLTON TOWER NEW YORK - THE PLAZA LOS ANGELES - THE CENTURY PLAZA CHICAGO - THE CONTINENTAL PLAZA SAN FRANCISCO - THE ST. FRANCIS WASHINGTON, D.C. - THE MAYFLOWER NEW ORLEANS - THE ROYAL ORLEANS

Now. One world of fine hotels.

Personal Reservation Service is instantly confirmed and Certified for any of our more than 70 hotels including:

- | | | | |
|---------------|--------------------------------|-------------------|-------------------|
| NEW YORK | THE PLAZA | WASHINGTON, D. C. | THE MAYFLOWER |
| SAN FRANCISCO | THE ST. FRANCIS | SEATTLE | THE OLYMPIC |
| CHICAGO | THE CONTINENTAL PLAZA | NEW ORLEANS | THE ROYAL ORLEANS |
| LOS ANGELES | THE CENTURY PLAZA (June, 1966) | HOUSTON | HOTEL AMERICA |
| LONDON | THE CARLTON TOWER | PORTLAND (OREGON) | THE BENSON |

Your credit card from either HCA or Western is welcome. So are you.

HOTEL CORPORATION OF AMERICA AND WESTERN INTERNATIONAL HOTELS

ONE WORLD OF FINE HOTELS