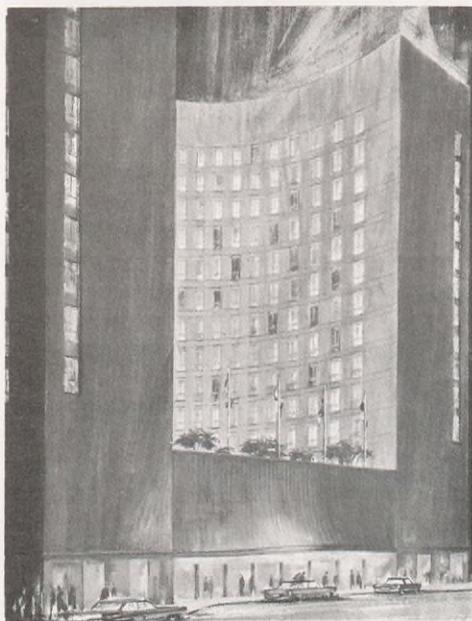




September, 1968

## Three New Properties For WIH Announced

### ... in Sydney, Australia The Wentworth



THE WENTWORTH HOTEL, of Sydney, Australia, one of that country's newest, largest and most handsomely designed hostelrys, is now being represented worldwide by Western International Hotels.

A joint announcement confirming this affiliation was released last month by WIH President, Edward E. Carlson and Sir Roland Wilson, Chairman of Qantas Wentworth Holding Ltd. the hotel owners.

AT THE same time, the press announcement further elaborated on the significance of this affiliation with this statement:

"Qantas Airway Ltd., Western International Hotels and Travelodge Australia Ltd. have agreed to join in an investigation of the potentialities of hotel development in the Australian region."

"... the three companies are engaging consultants to conduct market surveys and feasibility studies on accommodation requirements in Australia, both in the capital cities and other areas of tourist interest."

(Continued on page 2)

### ... in Winnipeg, Canada The Winnipeg Inn

WINNIPEG, in the Province of Manitoba, is slated to join the growing group of prominent Canadian cities offering Western International Hotels accommodations.

In an early August announcement Edward E. Carlson, President of WIH and G. T. Richardson, President of the Lombard Place development in Winnipeg revealed plans for construction of an 18-story, 350-room hotel to be called the Winnipeg Inn.

The development project, presently under construction will also include a 32-story office tower, the Richardson Building, which will be connected to the new hotel by an underground shopping concourse.

INCLUDED IN the Winnipeg Inn plans will be a swimming pool, penthouse food and beverage facilities, a specialty dining room, an entertainment room to accommodate 250 persons, and convention facilities to accommodate 1,000. A large parking facility is also planned to service the hotel, the office tower and the retail shops.

The hotel is to be constructed by Lombard Place, Ltd. and leased to a joint venture company composed of Lombard Place, Ltd. and Western International Hotels who will manage it.

PLANS CALL for construction to begin this fall with a completion date scheduled for spring, 1970. The Richardson Building will open August, next year.

### ... in Bangkok, Thailand The Dusit Thani

ONE OF THE world's most exotically colorful and fascinating cities, Bangkok, Thailand, has now become a part of Western's fast-growing International World.

In a joint announcement in early August, Edward E. Carlson, WIH President and Mme. Chanut Donavanik, Managing Director of the Dusit Thani Corporation, Ltd. revealed that a new hotel is now under construction in Bangkok as a joint venture of both companies.

THE 22-STORY hotel, to be known as the Dusit Thani, is scheduled for an opening in late 1969. The hotel's location is in one of the city's most desirable and exclusive sites across from Lumpini Park and facing the world-famous monument of King Rama VI. The Dusit Thani will adjoin a 12-story office building and an arcade of 60 shops.

The luxury property was designed by Yozo Shibata, one of Japan's leading hotel architects. It will have 510 guest rooms, each with a private balcony and view of the city. Banquet rooms with accommodations for as many as 1,000 persons will provide the most modern facilities for conventions and meetings.

HIGHLIGHTING the international aspect of the hotel will be the varied fare offered in the various dining rooms. Decor and foods from Thailand and several other countries will be featured including an American style coffee shop and a roof type supper club and bar with nightly entertainment.

(See picture page 3)

### Canadian Company Formed

WIH president, Edward E. Carlson and Canadian Pacific Hotels, Ltd. president F. V. Stone jointly announced in mid-August, formation of Duchess Development Company Ltd. for studies of possible cooperative hotel operation of the Empress Hotel in Victoria, B.C., and other additional hotel related undertakings in that city.

# front!

A monthly publication for the employees of

Western International Hotels  
Editorial Offices

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

## President's Corner



The last few weeks we have witnessed some pretty exciting developments in Western's world.

It started in Mexico City in late July with the opening of the Camino Real, a magnificent addition to Western's many excellent properties in that country, and in Mexico City.

Shortly thereafter, with Sir Roland Wilson, Chairman of Qantas Wentworth holding Ltd., we announced our affiliation with the beautiful Wentworth Hotel in Sydney, Australia. In this connection, we joined with Qantas Airways, Ltd. and Travelodge Australia Ltd. in the engagement of consultants to conduct market survey and feasibility studies on further accommodation requirements in Australia.

On August 7, we had the pleasure of joining with Mme. Chanut Donovanik, Managing Director of the Dusit Thani Corporation, Ltd., Thailand, in announcing construction of the luxurious 22-story Dusit Thani Hotel in Bangkok as a joint venture of both companies.

Two days later, on August 9, the joint announcement with Mr. G. T. Richardson, president of the Lombard Place complex in Winnipeg, revealed plans for construction of the 18-story Winnipeg Inn in Winnipeg, Canada to be leased as another venture with Western.

Again, in mid-August, we an-

## COMINGS AND GOINGS

Ron Dickerson has been promoted to Assistant Manager of the Leopold Inn from Front Office Manager . . . New Assistant Manager, Front Office, at the Century Plaza from Banquet Manager at the Antlers Plaza is Larry Magnan . . . Gilbert Smith has been named Chief Accountant at the WIH Accounting Center from Chief Accountant at the Century Plaza . . . Replacing Smith as new Chief Accountant at the Century Plaza is former Controller of the Carefree Inn, Terry Neils . . . Markus Bosiger, former Sous Chef at the Century Plaza has been appointed Chef of the soon to be opened Dynasty Restaurant at the Ilikai . . . R. "Dutch" Mossman has recently joined the sales staff of the Ilikai as Sales Manager . . . Appointed Manager of the Cantina show lounge at the Continental Plaza is former Assistant Manager, Luis Elizondo . . . New Assistant Manager of the Cantina is Franz Vazquez, formerly a Captain in the Consort Restaurant.

nounced with Mr. F. V. Stone, president of Canadian Pacific Hotels, Ltd., the formation of Duchess Development Company, Ltd. to study possible hotel operation of the renowned Empress Hotel in Victoria, B.C. and other hotel related undertakings in that city.

Indeed, it has been an exciting period for your company, and one that has boosted its global prominence in the quality accommodations market.

It is a prominence perhaps most recognized through Western's reputation for truly excellent service . . . a reputation we hasten to add that you have helped create.

Edward E. Carlson  
President  
Western International Hotels

## The WENTWORTH

(Continued from page 1)

Representation affecting Western and the Wentworth, the announcement stated: "The effect of the agreement will be to give the Wentworth in Sydney representation all over the world and gives WIH its first affiliation in the Australian region."

The unique arc-shaped Wentworth Hotel is located in the center of Sidney's commercial and financial districts convenient to shops, theatres and other tourist and business attractions. It rises 17 stories and offers 448 luxurious guest rooms and suites, most with views of famous Sydney harbor. Since it opened in December 1966, the Wentworth has symbolized a world of elegance and sophistication reflecting Australia's most cosmopolitan and dynamic metropolis. The hotel's public areas include two gourmet dining rooms, a 24-hour coffee shop and five bars and cocktail lounges.

## Time Readers Discover "What A Difference Difference Makes"

A stunning new series in Western's continuing TIME Magazine ad schedule debuts this month in regional United States editions and in TIME Canada.

The inviting theme underlying each of the ads is to ". . . discover what a difference difference makes." The "difference," of course, is the people-making difference of WIH Staffers. As the ads go on to say, "It's our people . . . They make it a Western International Hotel."

Each of the ten different ads in the series will feature one of the attractions of a specific Western property. The first ad, for instance, will feature the glamorous Westside Room of the Century Plaza Hotel.

This newest full-color, full-page TIME ad series is scheduled to start with the September 20 edition (in some areas) through March, 1969.

## Correspondents

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

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

## Western News Notes

### Olympic Helps Test Air Luggage Plan

A LUGGAGE handling experiment that may bring a major convenience breakthrough in air travel routine is now being conducted by United Air Lines, Western Tours and the Olympic Hotel.

NOW an air traveller departing from Seattle on United Air Lines flights can (1) park and leave his car at the Olympic Hotel garage and take an elevator to the airline terminal level where he can (2) buy his ticket for that day's flight at the United Air Lines ticket counter, (3) check his luggage directly through to his final destination, and (4) board the Western Tours Airport Limousine which will take him directly to the airport.

From here, it's simply a matter of checking in at the Passenger Desk as he boards his flight. Completely eliminated are such inconveniences all too familiar to seasoned air travelers as finding an airport parking space, personal luggage handling from parking area, and luggage check-in waits at the terminal.

UNITED officials have already declared the experiment a popular success and enthuse that this air travel "convenience package" may establish the pattern for similar procedures nationally.

Olympic Hotel, General Manager, Al Schilling in commenting on the experiment stated: "It's one of the greatest air travel convenience going — we've been plugging for such a system every since the Olympic garage-air terminal opened in 1964. We're very happy to see that United has taken the lead. Other airlines in the city have indicated their interest.

"THE NEXT inevitable step," Schilling predicted, "will be to have a baggage pickup system at the other end for guests having reservations at another WIH hotel. For instance, a guest going on to the St. Francis in San Francisco would notify the Olympic's desk of his flight number and reservation before checking out and the next time he would see his luggage it would be awaiting him at the St. Francis as he checked in."

### Double Your Service Double Your Fun — Why Not Two Burners Instead of Just One!



THE IDEA had been "simmering" for some time in the mind of Bonaventure dining room Captain Ernie Schwarz.

Why not, Ernie mused, design a more convenient service cart that had two burners instead of the single burner model he regularly used. (Le Castillon, where he works, he has become one of Montreal's most popular restaurants for flaming dishes and similar gourmet specialties.) With a dual-burner cart he could have both a propane gas jet burner for quick flames and a large fondue-type slow burner to use as a handy warmer for keeping dishes piping hot!

THE MORE Ernie thought about the

idea the more enthused he became, and being a talented type guy with a special talent for woodworking, he decided to design and build such a cart at home as a "do-it-yourself" project.

Living in a fairly small apartment, Ernie ran into somewhat of a production space problem. He settled on using the kitchen as his workshop and when weather permitted he branched out into his apartment balcony. Whenever he had any spare time he devoted it to this pet project and within six weeks — voila!, the dual-burner service cart idea had become a hand-somely designed working reality!

NOW CAME THE problem of transporting it to the Bonaventure. When he was unable to find other satisfactory means for shipment, he decided to personally wheel the cart to the hotel — a distance of some five miles. This rugged "road test" took a little over four hours to complete.

On just one occasion a slight squeek in the wheels began to concern Ernie but he handled the matter with the effortless aplomb that he has so often demonstrated as Le Castillon Captain. He merely wheeled up to a corner Esso station and to the attendants somewhat startled, "Yes?", Ernie presented his credit card and politely murmured, "Just a few drops, please . . . the rear wheels, I believe."

TODAY, Ernie's dual-burner cart has become a familiar piece of equipment in Le Castillon dining room. From the way the cart handles on the floor, Ernie feels it might not be a bad idea also to "break in" all new units with a similar cross-town road test!



DUSIT THANI ANNOUNCEMENT [Story page 1] Press announcement of the Dusit Thani hotel-WIH venture in Bangkok was cause for smiles from this group from left: Major General Mom Daviwongse Thavalayasakd, Chairman of the Board of Dusit Thani and Chief Regent to the King; Virojn Sritelan, Executive Director of Dusit Thani; Bruce McKibbin, Director of Sales WIH; C. R. Lindquist, Vice President, WIH; Warren Anderson, recently appointed General Manager of the Dusit Thani; Mme. Chanut Donavanik, Managing Director of Dusit Thani; Wing Commander Poh Bhandhu Maniratana, Secretary Directory of Dusit Thani.

## Western News Notes

### Mexico President Inaugurates Camino Real Opening



Following the official hotel inauguration ceremonies of the Camino Real in Mexico City, hotel architect, Ricardo Legoretta [left] led an inspection tour for the benefit of Mexican President Diaz Ordaz and other officials. From left in front row are Legoretta, Diaz Ordaz and General Manager of the Camino Real, Federico O'Farrill. Between Legoretta and Ordaz is WIH de Mexico President, Jose Brockmann.

It was a magnificent opening befitting a magnificent property — the Camino Real in Mexico City.

PROMPTLY at 2:30 in the afternoon last July 25, the President of Mexico, Gustavo Diaz Ordaz, unveiled a plaque near the hotel entrance that marked the moment of official inauguration.

The President and his entourage then embarked upon a tour of the Camino Real facilities accompanied by Jose Brockmann, President WIH de Mexico; Willard Abel, President of International Western Hotels; Bob Dupar, Executive Vice-President of the International Division; John Hickman, Sales Manager of the International Division; Federico O'Farrill, Camino Real General Manager and Architect Ricardo Legoretta among others.

IN THE inaugural banquet that followed for some 1,200 invited guests, architect (and chairman of the board of the Camino Real) Legoretta commented in his address to the guests, "It was our purpose to create a different kind of hotel with its own personality worth of our capital city with its seven million inhabitants."

In support of this comment, Legoretta highlighted many of the unique features and physical statistics of the new property. This prompted Mexican President Diaz Ordaz to quip during his responding address:

"... since the members of the International Olympic Games are to be lodged in this hotel, it might be easy

to get them to agree to include in the events the construction of hotels, with the possibility of winning a gold medal."

IN A MORE serious vein, President Diaz Ordaz proposed a toast to the success of the Camino Real and to those "who exerted such a determined effort to construct it . . . achieving this handsome goal which is a magnificent, beautiful hotel."

A cocktail reception that evening was attended by over 2,000 guests who, to a great extent, represented the travel, business and professional community of Mexico City.

#### HCA NEWS NOTES

News Items from Hotel Corporation of America

##### Hotel For Harlem

(NEW YORK) — HCA and Harlem investors will build a first class motor hotel in the Harlem section of New York City, according to an announcement by HCA President Roger P. Sonnabend made at the Corporation's annual stockholders meeting.

The hotel will have 200 to 300 rooms and will include large banquet facilities and a night club. An important aspect of the hotel is that it will be used as an on-the-job training center for Negro and Puerto Rican hotel workers and executives in all levels of management.

#### EDITOR'S INN BASKET

Our biggest news, while undoubtedly of little interest to anyone but ourselves, is that FRONT! offices have just been moved to new, handsomely remodeled headquarters in Seattle's 2000-5th Avenue building. We are still stuck with our old, untrusty typewriter, however, with its irresponsible attitude towards proper spelling. But we've become quite attached to it and, like . . . nobody is perfect!

\* \* \*

Laura Scudder's (the food people) have just published a Mexican cookbooklet featuring their tortilla chip product with interesting recipe uses. So? So the handsome color food photos illustrating the book show either a Western's Alameda or Caleta Hotels setting and the copy carries the appropriate credit lines. Over a million of these books entitled "Fun Foods of Mexico" are being distributed through the tortilla chip packets. In addition, Western Airlines plan to distribute the books to guests on board their Mexican flights. Muchas Gracias for the exposure, Laura Scudder!

\* \* \*

Seems like every time they turn around, our deserving chefs are getting a pat on the back from one source or another. Just recently, for instance, at the national convention of the American Culinary Federation in Anaheim, California, two of Western's finest, Rene Schiess of the Olympic and Klaus Zander of the Benjamin Franklin were elected to the A.C.F.'s honor society—the American Academy of Chefs. Congrats!

\* \* \*

We've been asked to inform you (just EVERYBODY reads FRONT!) of a situation that has been bugging some of our hotel managers regarding a misuse of the Employee's Complimentary Room Plan.

It seems that some people, unable to fulfill their room reservation request have failed to notify the hotel or put through a cancellation. In some of our busier properties this has sometimes meant a nice room going empty while the desk has turned away a paying guest. Of course, all managers are delighted to have you as their guest under the plan, but please, please if you are unable to make it they would appreciate the courtesy of letting them know as soon as you can either by mail, hotel TWX or by phone. Fair enough?

# Front! News Pictorial



**COSTUME MADE:** At the Anchorage-Westward, Western Service Costume and Uniform Designer, Elaine Vieyra with F. & B. Manager, Beryl Jenson [left] and Bob Larsen, Front Office Assistant Manager [right] model the handsome new uniforms designed by Miss Vieyra. From left: male clerks' jacket, cashier's uniform and ballman's coat.



**GALLERIA PLAZA SITE VISUALIZED:** Builder and developer of the Galleria Project in Houston, Texas, Gerald D. Hines [right] points towards the site of the proposed site of the 21-story luxury Galleria Plaza Hotel to WIH President, Edward Carlson. The hotel, scheduled to begin construction at the end of this year, will be operated and managed exclusively by Western.



**DOESN'T HURT . . . MUCH:** Room Service waiter, Jimmy Kryptos of the Bonaventure smiles bravely after "getting the needle" from an attractive Red Cross nurse during a blood donor's drive held at the hotel recently.

**MOVING DAY.** Architect Rony Dyke [center] locates office areas on diagram for Secretary-Receptionists Marilyn Bales [left] and Doris Odum during a recent "move-in" at Seattle's 2000-5th Street Building. The handsome sixth floor offices designed by Dyke now houses members of Western's Marketing, Development and Food and Beverage Divisions.



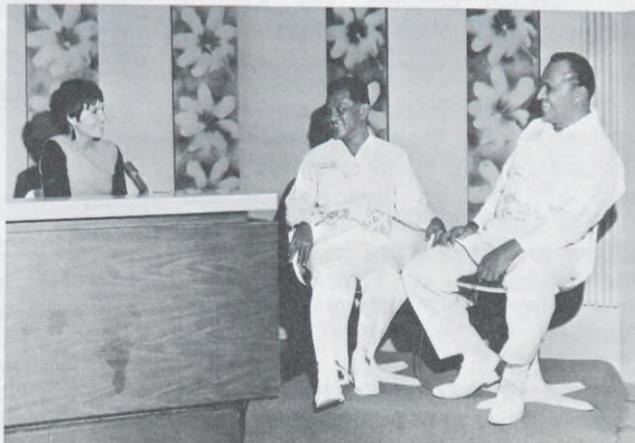
**LAST LUGGAGE LIFTED:** [Below] Harry Ekins [right] retiring Olympic Hotel Bellman receives as a parting gift a pair of binoculars here presented by Olympic General Manager, Al Schilling, during retirement party festivities. Harry, a 43-year vet of the hotel — he started shortly after the Olympic opened in 1925 — is an inveterate hunter and traveler and plans to make good use of his new high-powered "specs."



**COMPLETES TRAINING PROGRAM:** Trainee Javier Gomez [right] of the Camino Real Hotel in Guadalajara, Mexico, is congratulated by Caravan Inn Veep and Managing Director, Norma Conkle upon completion of a year's training program that took him through every department of the Inn. Gomez was presented the framed certificate of completion previous to his return to Guadalajara.



**SMILE . . . YOU'RE ON.** Ilikai Doorman, Larry Makuakane [left] and Joe Ahuna, III, starred as guests on a popular Honolulu TV talk show. The topic . . . the life and times of a doorman at Hawaii's leading resort hotel. [Care to try for a "Topper" story prize, fellas?]



## HOW YOUR COMPANY OPERATES

# INTERNATIONAL DIVISION

## PART II - Towards A "Recognized Force in Global Accommodations"

*"We expect Western International to be a recognized force in the global accommodations industry."*

The above quotation, taken from the Western International Hotel's Annual Report released last month, expressed in a few words much of Western's bold philosophy for its international expansion.

Yet, just ten years ago a decision to expand beyond the then familiar United States-Canadian marketing area was made only after considerable persuasive argument by a management minority group which finally won a general agreement. The specific situation was an opportunity to manage the Guatemala-Biltmore Hotel in Guatemala City. It was a venture that was to prove eminently successful from the start. It gave birth to the International Division and opened up a new era in Western's history that dramatically shaped its future course!

Today, Western International Hotels is a recognized accommodations force not only in the U.S., Canada and Guatemala but also in Mexico, Venezuela, Ecuador, Japan, Hong Kong, Union of South Africa, Australia and in affiliation with the Trust Houses Group in Great Britain, Spain, Portugal, Majorca and Barbados.

A previous article discussed some of the people responsible or who were otherwise involved in Western's "pioneering" international expansion efforts. Most prominent of these included Willard Abel, President of the International Division, and Kenney Mallory, WIH Vice-President.

### ASSURE FUTURE GROWTH

Today, both of these men have switched from their previously predominantly operations oriented roles and are utilizing their specialized talents and experience to assure the future growth of the Division. Under the leadership of Executive Vice-President, Lynn P. Himmelman, both men are working with the Development Division in seeking out new international properties. The Pacific rim countries and the Far East com-

prise Willard Abel's area of responsibility, while Mallory concentrates his efforts mainly to Central and South America. (The Europe-Africa area of development is the responsibility of WIH Vice-President, William Keitman).

The story had also suggested that Western's international involvement at least in its formative years, leaned heavily on "chance" circumstances or "unplanned" opportunities. Today, the Division has firmly established itself as a Western's vital middle name with a present and future direction clearly plotted. Its management of skilled professionals has become experienced in the intricacies of hotel operations in a truly international scale.

One such "skilled professional" is WIH Vice-President Robert W. Dupar, who presently heads the International Division Operations. Officially, Dupar is "new" to the Division, having joined it in June of 1967, with his appointment as Executive Vice-President of the International Division.



... heads Division operations

Actually, however, Dupar, son of F. W. Dupar, one of the founding members of WIH, was "born into the hotel business," and has been intimately involved with Western's operations, including that of the Interna-

tional Division since his professional hotel career began in 1949.

### HEADS DIVISION OPERATIONS

Although his responsibilities include membership of the WIH Board of Directors, the Executive Committee, Operations Committee, Finance Committee and as Director of the Personnel Division, he is most active with International Division Operations. Necessarily, this has involved a heavy schedule of on-the-spot consultations on operations problems and procedures that has kept him on the go throughout Western's "International World." While Dupar attempts to visit and consult personally with the individual properties' managers whenever possible, his principal contacts — especially in areas where WIH maintains many management contracts — is with appointed area representatives. In Mexico, it is WIH de Mexico Vice President Al Freudenthaler who reports to Dupar as overall supervisor of the 20 Mexican properties. Bill Jauregui, Vice President for WIH de Venezuela, is Dupar's principal contact for the eleven hotels in that country. The authority for both Guatemalan properties is Hotel Manager, Jorge Gonzalez, and in Quito, Ecuador, it is Federico Meitel Brandel, Manager of the Colon Internacional.

In addition, to actual management contract with international properties, WIH enjoys a representation agreement with other prominent world hostelrys for mutual marketing and reservations benefits. These properties include the Avila in Caracas, the Palace in Tokyo, the Miyako in Kyoto, the Miramar in Hong Kong, and more recently, the Wentworth in Sydney, Australia.

### MARKETING RESPONSIBILITY

Responsibility for the Division's marketing and reservations programs, is capably administered by another "experienced professional" — John Hickman. John can trace his hotel career almost two decades into Western's history. He joined Western as Night Auditor in 1950 at the then Western owned Mayfair Hotel in Los Angeles. John's particular talents leaned towards sales and for the next

ten years he worked as a Director of Sales for various WIH properties and in 1961 he was appointed General Sales Manager for all Western properties. As Western began to expand internationally much more of his activities involved this international market and in 1966, Hickman was appointed a Vice President and Director of the International Division. In November of last year, Western's Sales and Marketing supervisor was split between "domestic" (United States and Canada), with Bruce McKibbin as head, and "international" administered by Hickman.

Like Dupar, Hickman finds himself in his "jet office in the sky" almost as often as he is at his Seattle headquarters . . . he is well on his way to a second million-mile air travel certificate!



. . . on second million miles

Hickman has become a familiar figure among many of the world's leading travel agencies in his promotion of Western properties and through his active association with such international travel societies as ASTA and COTAL he has helped to establish a firm relationship between WIH and the travel industry.

**TALENTED SALES STAFF**

Much of his time is also spent working with the regional (or property) sales staff member such as Michel Sauve in Mexico, Nori Yahata in Japan, Manuel Woo in Hong Kong, and Jorge Senn in Guatemala, basically in the areas of sales promotion, advertising and reservations.

Hickman has high praise for the impressive sales talents of each of these men, but he also admits that Western has become a very "market-

able" product. Wherever the WIH name is known it enjoys a highly respected reputation in the accommodations and travel industry. As with the domestic operations, it is Western's people internationally who are the key to much of Western's universal reception and acceptance.

**OTHER KEY PEOPLE**

Among the many other key administrative people in the Division's Seattle offices who have contributed very significantly in the Division's development are Assistant Secretary-Treasurer for WIH, Fred Sarbach and Accountant, Doris Grogan.



. . . is Division Controller



. . . opened first books

Sarbach's responsibilities are as Controller for the International Division, a position he was appointed to shortly after the Division was formed. Miss Grogan, who is credited with opening the Division's first books under the supervision of Willard Abel at the St. Francis Hotel offices, maintains all the accounting records. Both Fred Sarbach and Doris Grogan are now located at the Seattle Accounting Center offices.

Assisting in the advertising and promotion material needs for many of the international properties is WIH Director of Advertising and Public Relations, Willis Camp, in conjunction with the Corporate advertising agency, Cole & Weber, Inc.

**GOAL DEFINED**

In an article on WIH that appeared in the June 1 issue of Business Week Western's goals in a global market were clearly defined by WIH President Carlson in the statement, "we want to have a part in managing, investing, and operating in principal gateway cities across the world."

Western is well on its way towards achieving this goal primarily through the efforts of the Development Division and the inspired leadership and encouragement of President Carlson.

It is a goal of the International Division Operations to promote the "Western people — and Western properties — make the difference" philosophy in the Division's global accommodations market.

It too is a goal that is being successfully achieved, not only by its management but also through the day to day efforts of each hotel staff member throughout Western's international world.



**WESTERN INTERNATIONAL HOTELS**

" . . . a recognized force in the global accommodations industry"

**NOTICE**

There is still space available in the WIH employee Hawaiian Holiday Tour to the Ilikai Hotel, November 9-18. But hurry . . . get your reservation in now! Contact Sylvia Berg, WIH Reservations Office, Olympic Hotel, Seattle.

## Front! Family Features

### RECIPES I LIKE BEST

Klaus Zander, Executive Chef of the Benjamin Franklin Hotel, will be intimately familiar with the Washington Plaza Hotel kitchens when they are finally installed and ready to use in



CHEF ZANDER

1969. He has been closely involved in organizing the food preparation areas of this exciting tower hotelry adjoining the Ben ever since his appointment to the combined properties in February.

Chef Zander, at 31 years of age, is one of the youngest members of Western's distinguished group of executive chefs. He was appointed to this position in 1966 while at Seattle's Space Needle Restaurant and where he had begun his career with WIH as Sous Chef a few months earlier. A year later, in 1967, he was transferred to Colorado Springs where he helped to open the Antlers Plaza and stayed on as this new property's top chef until his return to Seattle.

Zander was born in East Germany and at the age of 13 he and his mother hid in a train and crossed over to the West. In 1952, he started his apprenticeship training in food operations at the University of West Berlin while attending culinary school classes and passed his exams three years later.

Soon afterwards he went to Canada where he worked for three years before he entered the United States. His varied experiences in the U.S. included a stint at the newly opened Broadmoor Hotel South in Colorado Springs. While at the Broadmoor, Zander won the Grand Prize in the annual Culinary Arts Show in Denver three times in a row for tallow sculpture and ice carving entries, one of his specialized talents which he had learned while working for the Caribe Hilton in Puerto Rico. (He will exhibit this talent in cold food display competition at the Culinary Olympics in Frankfurt, Germany, this fall.)

A preview of what dining delights one may expect when the Washington Plaza opens is revealed in this recipe especially prepared by Chef Zander for this column.

### MEDALLION OF VEAL "WASHINGTON PLAZA"

#### Ingredients

- 2 small (2/3 oz.) cuts of veal tenderloin (trimmed and shaped)
- 1/2 tomato (fresh, peeled and diced without seeds)
- 1 shallot (peeled and finely chopped)
- 2 slices raw potatoes 1/2" thick peeled and rounded
- 2 small slices of Swiss cheese
- 1 oz. dry white wine, 2 oz. butter salt, fresh ground pepper, fresh or dried taragon

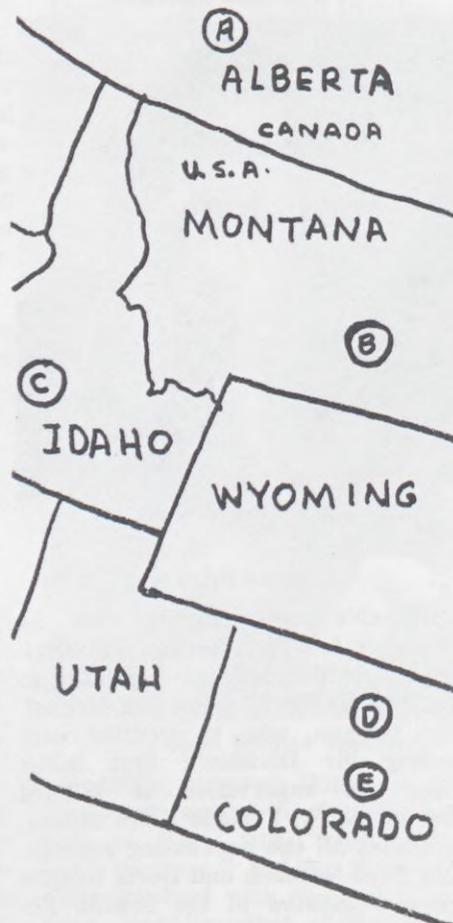
#### Preparation

Pan fry potato slices in butter until done. Season veal medallions and pan fry in clear butter, and cook until medium. Remove from skillet, add chopped shallots to skillet and diced tomato, saute for a few seconds, add white wine, taragon, salt and pepper to taste, simmer a few minutes.

Place medallions on potato slices, cover with sauteed tomatoes and top with cheese, bake under broiler.

Garniture — suggest fresh sauteed green beans.

### Memory Map WIH Pacific-Mountain World



This month's Memory Map of Western's World takes in a big sweep of territory from Calgary, Alberta, in Canada to the north to Colorado Springs, Colorado, in the United States to the South.

In previous Memory Maps we've covered approximately this same distance only we had followed the Pacific coastal shores as we traveled from one Western property to another. Also, you will note that travel distances between properties are generally further apart on our trek that roughly follows the North-South course of the Rocky Mountains.

We begin our tour in the Alberta, Canadian city of

A. **CALGARY** and that city's most popular hostelry, the . . .

#### 1. Calgary Inn

Moving south and across the United States Border into the State of Montana and the city of

B. **BILLINGS** we find the familiar and established

#### 1. Northern Hotel

From here your trip takes you across to the Western slope of the Rockies into Idaho and the capital city of

C. **BOISE** and another familiar and popular accommodations landmark the

#### 1. Owyhee Motor Inn

From Boise, your tour takes you south again into the very heart of the magnificent Rockies and the mile-high city of

D. **DENVER**, Colorado, and a hotel popular with both travelers and Denverites, the

#### 1. Cosmopolitan Hotel

From Denver it's less than a two hours drive that winds up our tour at the resort community of

E. **COLORADO SPRINGS** and the beautiful new

#### 1. Antlers Plaza Hotel

Watch for the new Memory Map soon!

## FRONT! FUNNIES

Middle-age is that time in life when your narrow waist and broad mind start to change places.

\* \* \*

Farmer's wife "How much did you charge that city fellow for towing his car?"

Farmer: "Fifty cents."

Wife: "Fifty cents! Sometimes I wish you'd do the pullin' and let them mules handle the executive end."

\* \* \*

Literary historians have finally agreed that the reason Robin Hood stole from the rich was that the poor didn't have any money.

# FRONT! INTERNATIONAL



**THIS IS VENEZUELA.** General Manager of WIH de Venezuela, Bill Jauregui [left] points out some of the Venezuelan tourist attractions displayed in the window of the Caracas Sales Reservations Office. Looking on are Mrs. Russ Nickel, with husband, Russ Nickel, Western's F. & B. Facilities Department Manager and WIH Executive Vice President, Bob Dupar. Nickel was the winner of this year's Thurston-Dupar Award which included as a bonus prize, the Venezuelan trip for he and his wife.



**HOTTEST NUMBER IN TOWN . . .** The three Switchboard Operators of the Hotel Colon Internacional in Quito are caught during a rare lull in what has become one of the most popular numbers in town since the Hotel's opening last March. Shown are Operators Patricia Egas and Pilar Cordovez De Parex and Operator-Receptionist, Maria Elena Vasconez.



**SE HABLA . . . ENGLIS.** Several staff members of the Alameda Hotel in Mexico City have been participating in an intensified group course in English sponsored by the Hotel. Some of the maids and waitresses participating in one of these classes are shown above. Standing from left are Waitresses: Alicia Garcia, Lila Diaz, Garciela Esindola, Ana Maria Lira; and Maids: Mercedes Espinosa, Juana Ventura and Carmen Garcia. In the front from left are Mrs. Viviane Worsdall [teacher], Jean Berthelot, Hotel General Manager, Mrs. M. Chazal [Course Director], Ed Oldenberger [teacher] and Raul Quintero, Hotel Personnel Manager.

**PALACE PEOPLE "MAKE THE DIFFERENCE"** . . . Twenty-three staff members of the Palace Hotel in Tokyo, [below] each representing a different Hotel department or service, stand ready to offer Hotel guests the extra service that "makes the difference." Across the moat in the background is the Palace Hotel.



# Front! Photo Album

## WITH WESTERN'S "PEOPLE WHO MAKE THE DIFFERENCE" IT'S ALL IN A DAYS WORK



With Art Smith it's getting used to his new job managing Cosmopolitan's Gun Room Restaurant.



With Aubrey Adams, Metropolitan Airport Hotel Director of Services it's preparing another daily report.



With Bayshore Inn's Terrace Grill Waitress, Hilda Cowan, it's keeping her tables equipped and neatly inviting.



With Virginia Burris it's the busy secretarial whirl for WIH Finance Division head, Harry Henke III.



With Terry Achten of the Northern Hotel laundry department is "coming clean" every day.



With Erwin Paul it's culinary creativity with or without calories in the Caravan Inn kitchens.



With Antlers Plaza Banquet Department staffers, Art Neel, Dollie Alghren and Al Tafoya it's a brief moment to relax between 'set up' and 'clean up.'



With Space Needle snack bar Counter Girls Martha Acey and Sue Haggard it's service with a dazzling smile.



With Continental Plaza Garagemen Russell Long, Ted Vosgerau, Jim Steinkof and Charlie Clemmons, it's hoping the guest hasn't taken the car keys.



With the Owyhee's Rae Javee it's a Secretarial-Bookkeeping job combination that makes her day fly.



With Bonaventure Beverage Supervisor Roger Le Fluer it's a regular check on inventory to maintain adequate stocks.



With Front Office Cashier for the Anchorage-Westward, Ruthye Barrett, it's a warm "thank you" to departing guests.



With Catering Manager, Hermann Schadd of the Georgia it's passing on a few tips on wine sales for banquets to his Secretary, Elizabeth Washburn.



With the Benson's London Grill Manager, Seth Hill [above] it's booking another intimate gourmet dinner at the exclusive Little London Room.

With Bellman Leslie Exzabe of the Iliakai it's moving mountains [of luggage] for vacationing guests from the world over.

## Hotel Profile

### Guatemala-Biltmore Camino Real

— The Guatemala-Biltmore has played a key role in WIH history. It was the first hotel to join the Western family outside of the then established United States-Canadian group — a transaction that gave rise to the WIH International Division which has since carried the Western International Hotel name around the world!

**THE BILTMORE** was literally “born” into the Western family as it was still under construction when the management contract was consummated in 1958. It immediately established itself as the country’s leading hostelry, a position, along with adjoining Camino Real, it holds to this day.

The hotel is located in Guatemala City’s smart Avenida La Reforma in the midst of the residential garden district and just three minutes from the airport. Each of the Biltmore’s 125 guest rooms offer modern, luxury accommodations designed in a contemporary decor highlighted by gay Guatemalan color and use of native materials. Each room offers either a magnificent view of the mountains and volcanoes beyond the city or overlooks the sparkling swimming pool.

**THE EMBASSY ROOM**, which is the main dining room, serves an international cuisine as well as delicious native dishes. The adjoining Embassy Lounge is a favorite meeting place for hotel guests and has become as equally popular for Guatemalans. Because of the near perfect year-round

weather — Guatemala is known as the “Land of Eternal Spring” — the outdoor swimming pool is a popular guest attraction for all seasons.

The Biltmore is one of the country’s leading convention, meeting and banquet centers. Its beautiful Salon de Las Americas room can handle up to 250 people for receptions and the smaller Salon Centro Americano serves groups of up to 50. Within the Hotel are all the major facilities a modern hotel requires including a Gift Shop, Travel Agency, Barber Shop, Beauty Salon, Auto Rental, etc.

**ADJOINING** the popular Guatemala-Biltmore is the new and ultra-luxurious Camino Real which recently completed the first phase of its construction with a mid-July opening. Now available are 142 luxury guest rooms—a little less than half of the proposed 304 rooms which the Camino Real will offer when the ten-story structure will be completed in late 1969. Also open is the International Bar and the combined Restaurant-Nightclub which is fast becoming a favorite of Guatemala’s social set.

Additional facilities upon completion will include a second bar, a cafeteria, heated swimming pool, Turkish-Russian baths, a glass-enclosed outside elevator and an entire floor devoted to meeting and convention facilities.

**WHEN THE** Camino Real is completed, its facilities combined with that of the Guatemala-Biltmore will offer a total of 428 rooms . . . the largest complex of its kind in Central America.

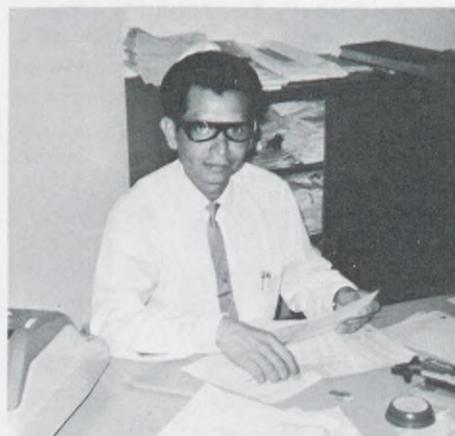
### Guatemala-Biltmore Camino Real



Santiago Quinonez—Beverage Supervisor



Jesus Monterroso—Head Waiter



Luis Ortego—Bookkeeper-Accountant



Elias August—Executive Chef



Elena Perdomo and Susana de Garza—Telephone Operators



Evangelina Amexquita—Receptionist



Cony Secaira—Sales Secretary