

# front!

*Enchantment in Hawaii!*

THE ILIKAI · HONOLULU



SEPTEMBER, OCTOBER • 1965 WESTERN INTERNATIONAL HOTELS



## THE PRESIDENT'S CORNER



One of the great fascinations of our business is that it's an ever-changing one. Each day is different. No week is exactly the same as the one before. Through our doors walk the greatest people in the world—our customers—and it, too, is an ever-changing parade.

The summer months are behind us and now we're welcoming a different group of guests. In most properties, the businessman has replaced the vacationist. His deadlines are important, his telephone contacts are sacred. The properly prepared and served meal becomes a business asset to him and the condition of his room becomes doubly important when it becomes the scene of a conference.

Part of the shifting scene in our industry is the fact that Americans no longer confine their vacations to June, July and August. We are now entering the great period for those who time their vacations to escape cold weather. That's why we're featuring an excellent resort property in this issue of FRONT!—the Ilikai in Hawaii. That also is why the Carefree Inn in Arizona is the subject of our October promotion.

We urge you to recommend both of these hotels. The facilities are superb and our co-workers at both the Ilikai and the Carefree Inn understand well our zeal to do everything possible to provide the utmost in cheerful service.

EDWARD E. CARLSON  
President  
Western International Hotels

# front!

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

## COVER

The locale of this sunny scene is on the shores of a sleepy lagoon, in front of the beautiful Ilikai hotel in Honolulu. (A reminder to start referring guests to Western International Hotels' great resorts!)

## ILIKAI NO KA OI by Howard C. Donnelly Page 3

An interesting tale, packed with fascinating facts you can pass on to your guests, about Honolulu's "biggest, finest, warmest and very best" resort hotel . . . as told by The Ilikai's vice president and general manager.



## 1965 FOOD AND BEVERAGE CONFERENCE Page 6

A verbal and pictorial account of this year's successful get-together in San Francisco.



## GOING WESTERN Page 7

What's going on at The Benson, The Boise, The Bannock, The Bayshore Inn, The Benjamin Franklin . . . Western International Hotels inbetween? Flip to page 7! (Go down Mexico way, too, with "The Western Camera Clicks" on Page 13.)



## front! CORRESPONDENTS

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

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## ILIKAI NO KA OI

By HOWARD C. DONNELLY  
Vice President and General Manager

Yes, Ilikai is the *best*, as our Hawaiian headline states. What's more, we of the ILIKAI think that our 30-story lady, soaring high into the blue Pacific sky, is the finest hotel in Waikiki and, for that matter, in the entire 50th State.

This past January — less than a year after we opened the ILIKAI's doors — we became affiliated with the Western International Hotel family, and it was with pride that we brought our unusual condominium-resort hotel complex into this world-wide family.



HOWARD C. DONNELLY

As many of you may or may not know, the ILIKAI, conceived and created by Capital Investment Company under the direction of its founder and President Chinn Ho (one of Hawaii's leading financiers and developers), was originally planned as a condominium apartment.

By the time the 16th floor had been erected, it was decided to change the concept and combine the condominium apartment idea with a luxury resort hotel. This meant planning restaurants, food and beverage and other services so vital to a good hotel operation.

Thus, Ilikai, Incorporated, was born, and today W.I.H.'s Pride of the Pacific has 506 luxurious guest rooms, four ex-



citingly different restaurants, swimming pool, putting green, shuffle board, dancing water fountain, and shops featuring everything from a loaf of bread to couturier fashions. Most important, however, as a national magazine recently quoted Mr. Ho, the ILIKAI has "more ALOHA per cubic foot than any other hotel in the world."

Yes, the Aloha spirit at THE ILIKAI prevails in every department. From the time a guest is greeted by our doorman in his blue-and-white Ilikai uniform, every member of the staff extends the one commodity for which our state is named:

(Below left) Beach attendant Donald O'Rell strums the official instrument of the 50th State. (Center) Iwalani Koanui, the hotel's hula instructor, with some avid pupils. (Right) Pretty girls and flowery leis are an integral part of the Hawaiian scene. This is desk clerk Susan Chung.





"Aloha."

Physically the ILIKAI is different from the usual resort hotel, in that our guest rooms were originally meant to be apartments. Many of these rooms have complete kitchens and some executive bars, giving each guest a refrigerator and a place to prepare snacks.

The color schemes for the guest rooms and corridors have been taken from the seas and skies, the sun and the coral-colored sands of Hawaii. They are blended into the decor so that Hawaii is yours whether indoors or out. Each room has a lanai with a breathtaking view of either the mountains, the sea or the active Yacht Harbor, headquarters-port of the famed bi-annual Trans-Pacific Yacht Races.

Another first at the ILIKAI is that each floor is equipped with laundry rooms complete with two washers, driers and an iron and board for guest convenience.

We're proud to say that the ILIKAI is the only building in Hawaii to boast an exterior glass elevator, reaching high into the sky to our magnificent "Top of the Ilikai" restaurant and cocktail lounge. Here the guest rises in leisurely fashion to snap photos of spectacular sunsets, the activity of the yacht harbor

or the colored waters of the musical dancing fountain.

The Top of the Ilikai itself offers—in addition to fine broiler specialties in the restaurant and exotic tropical drinks in the lounge—a magnificent panoramic view of Diamond Head, Waikiki Beach, the Koolau mountain range and the city of Honolulu.

Our lobby area is laid out in three wings, opening to an expansive mall housing the fountain, a putting green and a lava-rock enclosed open bar. In each wing are shops featuring many of Hawaii's own products such as monkey pod woods, jewels from lava rock and the famed black coral. A compact but well stocked grocery and drug store is also included.

On the same mall level is the bustling PIER 7, coffee-shop restaurant. Open 24 hours a day, seven days a week, Pier 7 draws visitors and localites for breakfast, lunch, dinner and late-late-late snacks. Many guests of the ILIKAI share a before-bedtime macadamia nut waffle with Hawaii's leading entertainers after the shows are over.

Speaking of Hawaii's entertainers, ILIKAI is not outdone with its exciting Hong Kong Junk combination Chinese nightclub and supper club. Offering a fine five-course Chinese

(1) General Manager Donnelly (right) presents cash suggestion awards to three imaginative employees: Garry Oura, James K. Kekahuna, Sr., and Henry Leandro. (2) A quintet of Ilikai cuties: (standing) Nan Nyquist, Connie Benner, Marian Ikeda; (seated) Nancy Toguchi and Karen Ho. (3) Velma Waterhouse, Lillian Ross and Chief Operator Lillian Brum helped restore communications with this temporary manual switch-board when a flood swamped the main control room. (4) Alberta Honda of the Pier 7. (5) Keith Ching mixes a tall, cool one. (6) Fred Hatanaka draws a beer. (7) Maid Encarnacion Manzano. (8) Statuesque Norma Jean Ost of the Hong Kong Junk. (9) Maitre d' Serge Ovilio Battistetti is Italy's gift to The Beau Rivage. (10) Santiago Tadio keeps the grounds luxuriant. (11) Sarah Onaga models her Aloha smile. (12) Nathan Lai helps keep The Ilikai spick-and-span.





dinner—authentically prepared in a special Chinese kitchen by cooks from Hong Kong—the HONG KONG JUNK also features one of the Island's greatest musical and comedy groups, THE SURFERS. Performing six nights a week, with two shows during the weeknights and three on weekends, the Surfers also provide music for dancing.

Our fourth restaurant is the "gem of the Pacific," an intimate, elegant French restaurant The Beau Rivage serves the finest in Continental and French cuisine, prepared in the continental manner at the table.

As everyone knows, Hawaii is a place for informal relaxation, and the ILIKAI provides much of this for her guests. Our swimming pool and sun deck overlooks a tropical lagoon which is reached by an overhead ramp directly to a sandy beach.

We have previously mentioned Aloha spirit which typifies not only THE ILIKAI but our State as well. This year by gubernatorial proclamation every Friday during the summer is "Aloha" day. This day all of our staff, including the general manager, dons Hawaiian garb. Our feminine employees are vividly lovely in their vari-colored holomuus and muumuus. Our men, in the non-uniformed services, wear bright Aloha

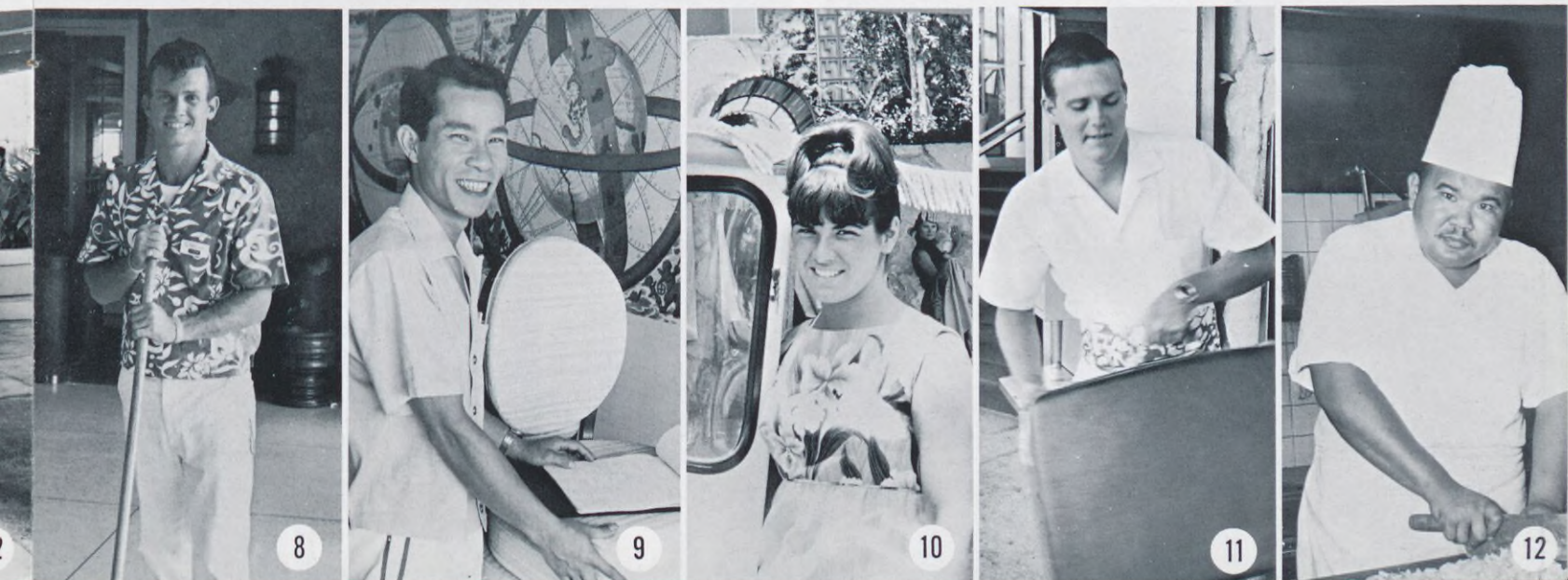
shirts.

Although every day is filled with the spirit of warmth and friendliness which Aloha means, our smiles are a bit brighter on Fridays when we too can pretend we're tourists in Paradise during our working hours. It's Hawaii's answer to the mainland TGIF, but we call it Mahalo For Aloha Day.

Although we're a scant year old, the ILIKAI has a happy reputation of the hotel where the action is. Last year, during our opening days we were the headquarters for Otto Preminger's "In Harm's Way" cast and crew. This year, we're currently housing the crew and are the operations headquarters for Mirisch Brothers production of James Michner's epic "Hawaii." We'll be hosting Paramount Pictures star Elvis Presley and his co-stars for a forthcoming movie to be filmed in our State.

We could well be called the hotel of the stars, for such great ones as John Wayne, Patricia Neal, Burgess Meredith and Julie Andrews spend much time with us. Thus, we can sum up the ILIKAI by again referring to our headline—the expression used by Hawaiians to mean the biggest, the finest, the warmest and the very best—"ILIKAI NO KA OI!"

(1) Night hostess Joy Moss with a Pier 7 smile. (2) Jurgen Krannich punches in. (3) Beatrice Nago offers goodies from the pantry. (4) Maid Isabel Oyamot. (5) Social Director Napua Stevens pins Junior Hostess badges on Kaarin Donnelly and Noella Smith. (6) Secretaries Jackie Bush and Ululani Ho keep the daily log of the annual two-week Trans-Pacific Yacht Race from Southern California to Waikiki. (7) Aloha is the magic word for Ilikai operators Carole Nuibe, Alice Chilton and Maydell Fajardo. (8) Lloyd Souza keeps floors glistening. (9) George Soon checks requirements for an Ilikai banquet. (10) Pamela Rickey pilots the cart "with a fringe on top" which travels between the parking lot and the hotel's entrance. (11) Sleight of hand is Bellman Peter Sleight. (12) Cook Eddie Acoba makes small ones out of big one in the Pier 7 kitchen.





(1) Chef Everett Miller of The Bayshore Inn was named to membership in the Master Chef Association. (2) President Carlson became an honorary Master Chef, getting his medallion from Supervisory Executive Chef Reinhold Keller, as fellow Master Chefs Al Bohley, Ed Mathson and Louis Capella looked on. (3) Elegant oysters are dished up for Eric Pederson, Mary Mykland, Harold Brown, Louis Capilla, Peter Moran and Joe Connolly. (4) There was plenty of fellowship at the reception preceding the President's Dinner for (l to r) Eric Pederson, Arthur Oades, Chef Clovis Soubrand, Anthony Pels, Gene Thill and Glen Foster. (5) This trio of St. Francis cooks was obviously happy to participate in the conference.

## '65 Food & Beverage Conference Gala Success

The 1965 Food and Beverage Conference was held in San Francisco with sessions at The St. Francis and The Sir Francis Drake.

Traditionally, presentation of the Silver Spoon Menu Awards was a highlight of the meeting. Winners in the various categories were:

Breakfast menu—content, Multnomah; layout, Northern; specialty room luncheon — content, Calgary Inn; layout, Tally Ho Room, Owyhee Motor Inn; coffee shop lunch — content,

Bayshore Inn; layout, Benjamin Franklin.

Coffee shop dinner—content, Owyhee Motor Inn; layout, Bayshore Inn; specialty room dinner—content, Golden Lion, Olympic Hotel; layout, Drake's Tavern, Sir Francis Drake; special areas—content, Space Needle French Menu; layout, Night Owl, Davenport; room service—content and layout, Continental Plaza.

Chef Everett Miller of The Bayshore Inn was named to membership in the Master Chef Association.

Accepting Silver Spoon awards for their respective hotels were the following happy winners: (1) Everett Miller, The Bayshore Inn; (2) John Zimmerman, The Calgary Inn; (3) Peter Moran, The Benjamin Franklin; (4) Beryl Jensen, The Northern; (5) Bill Hawkins, The Olympic; (6) Jim Friswold, The Multnomah; (7) Ken Kimmey, Sir Francis Drake; (8) Mary Mykland, The Owyhee; (9) Arthur Oades, The Bayshore Inn; (10) Dean Atkinson, The Davenport; (11) Vic Fischer, The Space Needle; (12) Mike Kranz, The Continental Plaza.





## Caravan Inn

The Caravan's Purveyor of the Year Award went to S. E. Rykoff & Co. Accepting the honors—at a breakfast attended by some 60 suppliers—were Don Speer, Phoenix sales manager (left), and S. E. Rykoff (center). Norman B. Conkle made the presentation.



## Multnomah

A century and a half of service to The Multnomah is represented by this trio of award winners getting their 50-year pins from Gordon Bass (behind mike). Left to right are celebrants Rose Pezoldt, Hans Rampmeier and Hippy Dacany.

# GOING

# WESTERN

## Calgary Inn

(1) Calgary Inn cowboys and cowgirls relive a little Western history. (2) The grinning gunman is Ted Curtis. (3) Highlight of the Inn's year is bound to be the visit of Canadian Governor-General Georges P. Vanier (left) and his wife. Mr. and Mrs. Dwight Call are on the right. (4) Doorman Curzon Jones. (5) Housemaid Mickey McIsaac. (6) Joey Ragot, kitchen helper.



## Benson

(1) New Controller Walt Ketterling. (2) Gary Ulibarri. (3) Les Parker, 21-year veteran. (4) The London Grill won its ninth Holiday Magazine Award. Obviously pleased are (l to r) Norman Bay, Portland Holiday distributor; Peter Egner, London Grill manager; Joe Callihan, general manager, and Executive Chef Ivan Runge. (5) Helping to win the Holiday award were (l to r) Wendell Brown, James Britt, Bill Underwood, Richard McAfee, Jeanette Stewart, Albert Dobbins and Howard Mosley.





## Anchorage Westward

(Top) The hotel business in Alaska has unusual complications as demonstrated by Susan Furbush and Rae Robertson. (Bottom) The same "stuffed guest" gobbles up the right arm of Chief Engineer Joe Snyder, while Houseman Garrett Gaines comes to the rescue. The polar bear was a prop at a Fish and Game convention.



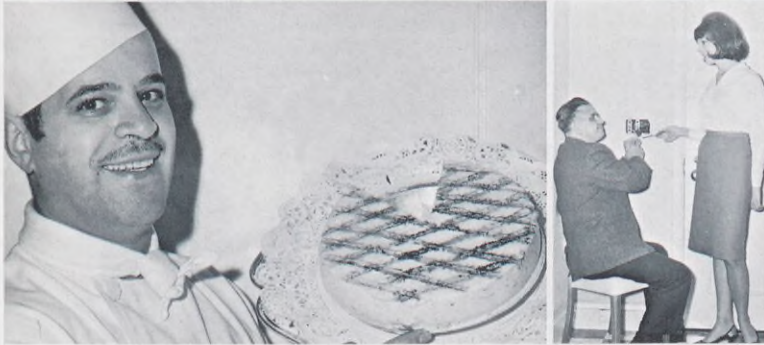
## Continental Plaza

(1) Mable Polk (left) and Angeline Rizzo pause before the Show-board which announces their being named maid and housekeeper of the week in the hotel's continuing efficiency rating contest. (2) Pretty waitress, Vicky Lynn. (3) Salli Wilcox, TWX expert. (4) Bob Simpson, front office manager, and Pat Goldberg, chief telephone operator, communicate seriously. (5) Some 400 employees attended a full-scale orientation, complete with a "costume parade." (6) Popcorn and punch were provided for "guests" at the orientation. (7) Bruce McKibbin and Margie Hirschburg, his secretary, hurry their office construction along. (8) Adolf Munchow and Cal Daniels try to synchronize watches with a wall-full of clocks. (9) Bill Morgan, expert car-polisher. (10) Agnes Castillo and Ruth Lowenmeyer.

## Bannock

(1) Everett Jordan, a 10-year pin winner, and Pearl Parris, who has done him five years better. (2) Busboy Norris Fullmer and his bride, Judy Herridge, daughter of Pauline Herridge, long-time Bannock employee. (3) Part of the crowd at the annual awards banquet. (4) The Bannock scored a reputed world-wide "first" with this push-button phone keyed to a switchboard system. Danny Ramirez admires the telephonic technique of Miss Pocatello, Marsha Harris.





## St. Francis

(Top left) Anthony Pels, assistant catering manager, displays the gavel with which he will lead the Food Service Executives Association. (Top right) Beauty Salon staffers Mary Cain and Evelyn Fawkes meet Senator Robert Kennedy, accompanied by Resident Manager David N. Plant. (Bottom left) Pastry Chef Romano Bonagure with his famous strawberry souffle pie. (Bottom right) Vladimir Kislitsin, the hotel's chief electrician, shows Secretary Pamela Lane how he instructed 15 young ladies in a "Miss Fix-it" course at the YWCA.

## Space Needle

(1) Bartender Dick Goff concocts a trio of Panorama Punches for Waitress Pam Thomsen. (2) Cook Ramon Hasme. (3) Executive Chef Vic Fischer gets a new wig for no apparent reason. (4) Waitress Inez Tretter and Hans Kohler sport high-in-the-sky smiles.



The Georgia's parade of celebrities continues! (Left) Denis Forrestal with comedienne Phyllis Diller. (Center) Catering Manager Claus Ritter with Evangelist Billy Graham. (Right) Grand Prix winner Stirling Moss explains race-driving tricks to John Taborelli.

## Georgia



(1) Sleight-of-hand artist Dr. Giovanni (right) demonstrates his techniques for a newspaper reporter and Bellman Trevor Newton, who lost his suspenders. (2) John Hale of the front desk (right) with famed miler Peter Snell, a fellow New Zealander. (3) Front Office Manager Jack Scott (right) with another great runner, Jim Grelle. (4) Bob McCauley, director of sales, and (5) Chef Xavier Hetzman team up to feed radio personality Rene Castellane, who spent 10 days on a tower in a special "Man in the Sky" promotion. (6) Hetzman again with pert Bunny Girl, Pamela Hong—and, just incidentally, the "B. C. Salad" he created for the B. C. Fruit and Vegetable Industry. (7) Norman Cairnes, Eddie Heuchert, Tony Micolidakis and Stan Churchill. (8) The new El Flamenco cocktail bar opened successfully, with teamwork by (standing l to r) Tony Madeiros, Guitarist Carlos Lopez, John Rotering; (Seated) John George and Manager Klaus Brautigam.



## Finlen

(Left) Two Finlen newcomers: Terry Neils, accountant, and Barbara Olson, payroll clerk. (Right) Also new on the job is Executive Housekeeper Lorraine Tuszynski.

## Northern



(1) After 17 years at The Northern, Rose Byers has "retired" to become a housewife. Attending her farewell party were: (2) Dorothy Byers (no relation), (3) Executive Secretary Erna Turek, (4) Bettie Kirsey and (5) Shirly Wright.

## Rainbow



(Left) Clayton Newell, Melodie Johnson and John Besancon model new hotel uniforms. (Right) This black-and-white photo fails to depict properly the new green sidewalk being admired by Art Olson and Jim Greenizer.



The exterior of The Ben made the news several times recently. (Left) Painter Frank Kenneally was razed for his relationship with the old ship figurehead which graces Trader Vic's entrance. (Right) The Great Desmond, an escape artist, practiced his trade above the crowd during a convention of magicians at the hotel.

## Benjamin Franklin



(Above left) Bellman Johnny Corey was proud of this 20-pound King salmon he landed. (Above right) The Great Desmond (right) tutors KING-Radio D-J, Al Cummings, on the tricks of the escapist's trade. Cummings split his straight jacket. (Below left) Bell Captain Kenny Hudson greets an unusual vintage cab which came by to pick up S. W. Thurston. (Below right) Bellman Elmo Nelson and Liberace. The pianist caused less commotion at the hotel than The Kinks, teen-age idols, who stayed at The Benjamin Franklin recently.

## Cascadian

Chef Dick Bellmore has instituted a new buffet Salad Bar and Baron of Beef Hot Cart to brighten up luncheons in the Gold Dining Room. Myron Foster, prominent Wenatchee fruit industry pioneer, had the honor of being first through the line.





## Century Plaza 🏢

(Top) This friendly group toured The Century Plaza construction following the Food and Beverage Conference. (Bottom) Jack Borg (right), director of food and beverage, presently newly-appointed Chef de Cuisine Walter Roth with the keys to his yet-non-existent office.

## Leopold 🏢

(Top) Jerry Rice takes Eve Ford, Charlotte Whitney and Bertha Merrill "for a ride" at a Gay Nineties party in behalf of the Bellingham Cancer Drive. The event featured a food auction. (Bottom) Bar Manager Jerry Rice and Waitress Mae Engelhart view the enlarged and redecorated Casino.

## Western Service & Supply 🏢

Western Service & Supply has moved to new offices at 2000 Fifth Avenue, Seattle. The following photos show some of the activity in this vital behind-the-scenes organization of the W.I.H. family. (1) Fred Christensen, construction coordinator, and John Jones, draftsman, peruse a set of plans. (2) Studying a new project are (l to r) Bob Rieflin, purchasing agent; Leigh MacArthur, director of purchasing; Russ Nickel, food and beverage facilities planner, and Jim Dupar, assistant construction coordinator. (3) Keith Bellman, draftsman, and Andrea Freccia, senior designer, contemplate a drawing change. (4) Secretaries Marilyn Humphrey, Lynne Calderon and Joanne Chivers. (5) Madeline Belmore, Sylvia Saltwick and Rose Shaffer discuss fabrics in the Sample Room.





## Fairbanks Inn

(1) Manager David Jones demonstrates to two photogenic on-lookers how the inn raised funds for the Crippled Children's Association with a "wishing well." (2) Bellman Bernie Bringhurst. (3) Assistant Manager Jack Dallas, and (4) his pretty wife, Jean, who won the Alaska Miss Smile contest. (5) Mary Monignok. (6) Night Auditor Bill Owen. (7) Bellman Dave Judy. (8) Marge Meyers. (9) Dishwasher Eddy Jones. (10) Paula Hoole.



## Cosmopolitan

(1) Mary Gainey, charming new secretary for the director of sales. (2) New executive chef, Egon Petersen (center), with First Cook Ed Perrin and Sous Chef Kay Kawasaki. (3) Roy Dimond, director of sales. (4) Judy Ladd of the reservations office is now the wife of Air Force Sergeant Pete Peterson.



## Olympic

(Top) Manager Al Schilling staged a neighborly welcome for a new restaurant opening across the street from The Olympic's Golden Lion. Jean Elgin offered red roses to John Kevo of the Plaza 5. (Bottom left) Maid Bella Nicoll (seated) retired after 40 years' service on her 81st birthday, making news by turning down an invitation to spend a gala night in the Presidential Suite. With her are Executive Housekeeper Gertrude Tomlinson and her assistant, Mrs. Bartlett. (Bottom right) Capt. Allen May shows Bill Newman and Dean Taylor a shirt-folding machine aboard the U.S.S. Sperry, Navy sub tender.

## Boise



(Left) Bob Allen, new manager of The Lampost. (Right) Banquet waitresses Toni Carter, Marie Carter and Eleanor Fuller relax a bit.

## Bayshore Inn

Helping to make The Bayshore go are: (1) Bob Biggar, (2) Lina Donaver, (3) Kurt Taufman, (4) Nick Eigensatz, (5) Karl Struchterup, (6) Angela O'Keefe, (7) Gunter Neufield, (8) Barry Webb.





*Down Mexico Way...*

# The Western Camera Clicks

(1) Enrique Lozano, manager of The Majestic, chats with artist Fitzia and art critic Daniel Duenas. (2) Waitresses Emma Chavez, Mirtha Onzalez and Irma Mesta in the unique La Fonda Coffee Shop of the Camino Real, Ciudad Juarez. (3) Auditor Fernando Bagnard of the El Mirador. (4) Alfredo La Mont, The Alameda's director of public relations, tipples with TV star Jerry Slate. (5) Operators Ana Rosa Diaz and Noemi Reyes of the Hotel Caleta. (6) A roof-top Mass is traditional on Corpus Christi Day at The Hotel Francis. (7) Waitresses Olga Ramirez and Susana Castellanos of the El Mirador's Gourmet Restaurant. (8) Accountant Luis Gonzalez (right) and his assistant, Cuper Carcamo, of the Hotel Los Tres Rios, Culiacan, Sinaloa. (9) This appealing buffet was part of opening-day festivities for the Hotel Camino Real, Ciudad Juarez. In tuxedo is Francisco Salazar, head of maintenance for the Hotel Alameda. (10) Hostess Gloria Perez of The Hotel Francis. (11) Alfonso Azmitia, Hotel Camino Real, Guadalajara. (12) Georgina Marcos, Hotel Camino Real, Guadalajara. (13) Jesus Hurtado, Hotel Camino Real, Tampico. (14) Mauro Ramirez, El Mirador. (15) Josefina Avila, Hotel Camino Real, Guadalajara. (16) Sebastian Rincon Gallardo, Hotel Alameda. (17) Carolina Mijares, Hotel Alameda. (18) Father Carlos Enriquez, accompanied by Manager Guillermo Rivera and Jose Brockmann, tour the Hotel Camino Real, Ciudad, Juarez, prior to the blessing of the new structure. (19) Housekeeper Carolina Sanchez rewards Maria de Jesus Ruiz and Carmen Godines for exceptional performance at the Hotel Camino Real, Guadalajara. (20) Manager Enrique Rangel welcomes England's Prince Philip to the Hotel Camino Real, Guadalajara. (21) Mexican President Gustavo Diaz Ordaz (right) is greeted at the Hotel Camino Real, Tampico, by Manager Francisco Zinser (left) and Assistant Manager Joaquin Cicero. (22) Barmen Jose Gaitan and Carlos Martin of The Hotel Ritz. (23) Western International Hotel's de Mexico Managers' Seminar brought together these key figures at The Alameda. (24) The new Camino Real, Ciudad Juarez. (25) Jorge Couttolenc, assistant manager, M.W.I.H.

***The Enchantment of Hawaii—  
Enough Excitement for a Lifetime . . .***

*Rising 30 stories above picturesque Waikiki Yacht Harbor, The Ilikai offers splendid views of Diamond Head, Waikiki beach, and the shimmering blue Pacific. All of its elegant guest rooms feature kitchenettes and private lanais. A unique, exterior glass elevator whisks guests to their room . . . and to the Top of the Ilikai restaurant. There's also a French restaurant (Beau Rivage), an intriguing night club (Hong Kong Junk), pier side Coffee Shop and a Fountain-lanai outdoor dining area. A pool, a lagoon, golden beaches, putting green, shuffleboard court, free lei-making and hula lessons and other excitements await fun-loving, sun-worshipping guests, too, at The Ilikai "on the surface of the sea". Aloha!*

***The Ilikai — Honolulu***



***A Lazy-Luxury Resort on the  
Sun-Washed Desert Sands of Arizona***

*This is truly a carefree place, sprawled on Arizona's warm coppery sands—just minutes from Phoenix and Scottsdale. Guests may unwind in secluded cottages or lovely Terrace suites. (All air conditioned.) Golf is spectacular here! The 18-hole, championship Desert Forest Golf Club is just a chip shot away from Carefree Inn. There's swimming, horse-back riding on beautiful desert trails, cookouts, barbecues and the greatest parties under the sun or stars. For cool inside wining and dining—the Coronado dining room, the casual Grill and the El Dorado Cocktail Lounge. Invite your guests to reserve their place in this idyllic place in the sun . . . this winter.*

***The Carefree Inn — Arizona***

