



July 1967

Chicago Grille Captures Spirit of 1893 Fair



Signature of the Continental Plaza's Chicago Grille is borne aloft by this larger-than-life-size figure of a Columbian guard at restaurant entry.

It has a revolving Ferris Wheel! It has Columbian Guards! It has Little Egypt . . . It has Sandow the Muscle Man! If it sounds like the World's Fair of 1893 in Chicago, it is intended to. The Chicago Grille of the Continental Plaza, which opened May 3, off the hotel's main lobby, embodies the spirit of the World's Columbian Exposition which took place on the city's lakefront 74 years ago.

This new, popularly-priced specialty restaurant, open for breakfast, lunch and dinner, is a setting reminiscent of another era in Chicago's history. Designed by Western Service and Supply's Project Director, John Fikkan, the room provides an architectural background for authentic items from the Chicago Fair of 1893.

At the entrance to the Chicago Grille stands a larger-than-life-size wood carving of a Columbian Guard, (shown above) representing the militiamen who protected the over 28 million visitors to the Fair.

A focal point of the room's decor is a miniature Ferris Wheel done in the

manner of the original which was invented by George Washington Gale Ferris of Galesburg, Illinois, for the Fair. The miniature wheel revolves and twinkles with colorful lights which made the original wheel a spectacle of the lakefront.

In the evening, the room is staffed by waiters costumed in a modern adaptation of the Columbian Guards' dress uniform.

The Chicago Grille creates an atmosphere of fun and gaiety for casual dining with no effort spared on the quality of its cuisine . . . with a deep bow to the Chicago Historical Society, which made such recapture possible.

Meanwhile in Montreal . . .



The motif in period costume goes even further back into history to suit the character of the Hotel Bonaventure's strikingly beautiful "Le Castillon" restaurant. Shown above is "Le Castillon" Room Captain, Sandro Julita, near the restaurant entry, in a uniform adapted from an 18th Century French nobleman's costume.

Stock Purchase Plan Open To Employees

All Western employees can soon enjoy sharing in their company's financial growth through a stock purchase payroll deduction plan now being inaugurated.

While WIH stock has been available on the open market, this new company program allows employees to purchase stock shares on a set monthly payroll deduction plan basis. Stock would be purchased on the open market. Thus, the purchase price would be the current price at the time of transaction.

Costs of brokerage commissions would be paid by WIH. The stock would be held by a brokerage company in the employee's individual account and the employee could sell at his discretion. Stock certificates would be issued in 100 share denominations when an account reached that amount. Monthly deductions would be at a \$10.00 minimum. Employees have the privilege of dropping from or enrolling in the plan at any time.

A preliminary survey of WIH employee interest in the plan totaled over 800 signatures, with a monthly stock purchase indicated of over \$15,000.00.

Edward E. Carlson, President, said in commenting on the plan, "The company is instituting this program to allow those of us contributing to our operating success to share also in our financial success."

For further information on the WIH stock purchase payroll deduction plan, contact your department head or your payroll department.

"Planning and Procedures — For Paychecks and Profits"

Part IV of the continuing series on "HOW YOUR COMPANY OPERATES" and featuring the Accounting Division, appears on pages 6 and 7 of this issue.

front!

A monthly publication for the employees of

Western International Hotels
Editorial Offices

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

President's Corner



While flying to Chicago with WIH vice president, Lynn Himmelman recently, the United Air Lines stewardess noted that we were both with Western International Hotels. Then, quite enthusiastically, she told us about Al Peterson, the doorman at the Benson Hotel, who always made her feel most welcome. In fact, in her judgement, the Benson Hotel was the most friendly hotel that she and many of the other stewardesses of United Air Lines has occupied.

This was indeed a high compliment coming from people who seem to know quite a bit themselves about friendly service. And, where we have long recognized their slogan, "Fly the Friendly Air of United", we were certainly appreciative of their turn-about recognition of the "friendly land of Western".

It has often been said of Western that "it's the people who make the difference". We heartily concur. The stewardesses' visits, like other guests' visits to our hotels, was made more enjoyable by the friendly attention of our doormen, and, we are sure, by all the other hotel staffers they came in contact with. Similarly, our flight trip was made more enjoyable by the interested friendliness of these charming stewardesses.

For most of us, from our particular experiences, we've come to recognize that it IS the people that DO make the difference. We are delighted to be re-

COMINGS AND GOINGS

Lloyd Naess of the Bayshore Inn has been appointed the new Director of Sales . . . Also at the Bayshore Inn, Steve Halliday was transferred from Front Desk Reservations Clerk to Sales Manager . . . At the Century Plaza, Beat Richei has been promoted to the position of Chef de Cuisine . . . At WIH Executive Offices, Mrs. Evelyn Brier has been appointed to the position of Administrative Assistant. In addition to supervising the administration of Mr. Henke's office, her responsibilities will include the supervision of all corporate documents and records, secretary to the Board of Directors of WIH wholly owned subsidiaries, and coordination of the central filing system . . . Robert Bushman, former Sales Manager of the Olympic becomes Assistant Manager of the St. Francis Hotel . . . replacing Bushman as Sales Manager is Frank Voogd . . . Sharon Davidson, formerly Olympic staff secretary, transfers to the Ilikai as secretary to the Executive Assistant Manager . . . Mrs. Louise Berry, Floor Inspectress of the Olympic moves to the Cosmopolitan as Executive Housekeeper . . . also at the Cosmopolitan, former Credit Manager Risse Rondeau is now Front Office Manager, and Terry Roeber has been appointed new Credit Manager. Orvin Olson has been named Chief Accountant at the Cosmopolitan . . . Heinz Koschuta, formerly Rooms Manager at the Continental Plaza has been appointed Assistant Manager at the Benson . . . Donald Berger, formerly of the Benjamin Franklin as Senior Clerk, has been promoted to Assistant Manager of the Antlers Plaza . . . Michael Kalyk, former Chief Clerk at the Olympic has been appointed Front Office Manager of the Benjamin Franklin . . . new Sous Chef at the Benson is Dennis Crook.

mindful once again that this recognition applies to our Western people.

Edward E. Carlson
President
Western International Hotels

WEST-ED Training Schedule Revealed

The various WIH company training programs have been expanded and consolidated under the heading of "WEST-ED . . . An Educational Program", as announced in May by the Personnel Division. This consolidated program reflects, in part, Western's concerted efforts for offering greater and better organized job training assistance to its staff members. At the same time, a calendar of the individual training events scheduled by the various operating divisions for the balance of the year was released as follows:

June 21-23, ACCOUNTING CONFERENCE, Benjamin Franklin Hotel

June 25-28, FOOD & BEVERAGE SEMINAR, Century Plaza

July 19-22, EXECUTIVE HOUSEKEEPERS WORKSHOP, Benson Hotel

Sept. 10-14, MANAGEMENT SEMINAR, Olympic Hotel

Oct. 18-20, FRONT OFFICE WORKSHOP (Eastern), Cosmopolitan

Nov. 15-17, FRONT OFFICE WORKSHOP, (Western), Benson

The three general categories of training events are defined under the WEST-ED program as: "Seminar" — A training session with a professor in attendance. "Conference" — Large group lectures and discussions. "Workshop" — Smaller group round table discussions with group participation.

Oasis, Carefree Inn Close for Summer

The two desert spas, the Oasis Hotel in Palm Springs (and the adjoining Village Inn) and the Carefree Inn in Arizona have closed their doors for the summer. Both properties report a highly successful 1966-67 season and look forward to even greater prospects when they will again reopen in the fall.

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, Bill Mueller; Antlers Plaza, Ollie Dodson; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Mark Zanner; Benson, Ruth Turner; Bonaventure, Corinne Saint-Denis; Bannock, Lois Ford; Baranof, Jerry Warrall; Calgary Inn, Ted Curtis; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Elena Calderon; Caravan Inn, Daphne Dicino; Carefree Inn, Jane Miller; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Conahuto-Western, Violetta Klein; Cosmopolitan, Jack Gaines; Davenport, Gayle Jewell; Fairbanks Inn, Arlene Day; Georgia, Jack Scott; Guatemala-Biltmore, Tom Beykovsky; The Ilikai, Roberta Watson; Imperial Inn, Audrey Crawford; Leopold, Analee Brethour; The Miramar, Robert Yue; Northern, Con Carter; Oasis, Willow Martin; Olympic, Jo Braarud; Owyhee, Clyde White; Palace, Y. Koya; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Beverly Fricke and Karla Ostlund; HCA Executive Office, Martha Raho.

Western News Notes

What's Computing?

Many of our WIH hotels and offices are taking the leadership in researching the most practical application of data processing of common hotel procedures with an eye toward all of our major hotels adopting similar programs in the future. With the attainment of proven programs, there is the opportunity to consolidate the reports from all hotels to provide us with meaningful comparative statistics. This consolidation process could conceivably be done through a master computer which could be integrated with our reservation network to provide us with faster and better reservation and sales control.

Following is a current review of "what's computing" among some of our properties today.

SEATTLE SERVICE CENTER—Under the direction of Al Vettori, assisted by a staff including Bob Sheehan and Peggy Dougherty, a new credit card production has been underway since the first of the year. The old metal plate credit card files are being systematically replaced by punch card records. Recently, the equipment was programmed to produce the material necessary for labor unions reports for the Seattle properties. This month will see the transfer of the sales leads print-outs from the executive offices' IBM room to the Service Center. It is anticipated that other procedures presently being researched, such as weekly and monthly cash receipts and disbursements analysis, will be added to the Center's capacity.

BUSINESS DEVELOPMENT OFFICE—Virginia Rhoten, assisted by Marianne Barnes, is presently producing the punch cards and back up information for the sales leads print-outs (prepared at the Seattle Service Center).

SEATTLE HOTELS GUEST ROOM HISTORY RECORDS—are being researched by the two hotel staffs—the Olympic under the direction of Executive Assistant Manager, Bill Hulett with the assistance of management trainee, Mike Corrigan, and at the Benjamin Franklin, by Executive Assistant Manager, Bob Sparling—in conjunction with representatives of IBM. It is hoped that the Service Center can take on this added program in the immediate future.

BENJAMIN FRANKLIN GUEST HISTORY RECORDS—are being researched by the hotel's Bob Sparling and like the Guest Room History Records is expected to be added to the Center's work load.

CENTURY PLAZA RESERVATION CONTROL—is prepared through a local service company—General Planning

Corporation. The Century Plaza receives a daily print-out report on all guest arrivals, bi-monthly updating (purge) of all records. George Williams, Director of Rooms Division at the Century Plaza, is in charge of the program.

SIR FRANCIS DRAKE ROOMS AND GUEST REPORTS—are being programmed through a local service company. Initially they will receive daily morning room reports, monthly room record reports, monthly guest history reports and monthly company affiliation reports. Under the direction of Executive Assistant Manager, Lloyd Curtis, they eventually hope to program daily labor analysis, food and beverage reports, accounts receivable, accounts payable and payroll.

ANTLERS PLAZA—according to General Manager, Joe Mogush, is working with their bank on possible services that could be performed for the hotel in order to speed up reports.

* * *

"WHAT'S COMPUTING" WITH YOU?

If your hotel or office has had some experience in the computer and data processing fields and you have not been mentioned here, drop us a line and tell us about it. Send in a brief paragraph, summing up these experiences and crediting the people involved, to: Editor, Front! Magazine, WIH at the Olympic in Seattle.

We're sure others would like to know what you are doing in this exciting new field.

Banquet Captain Becomes U. S. Citizen



Christian Kramer, Banquet Captain at the St. Francis Hotel for the past five years, has just received his American citizenship papers. Chris, a native of Holland, has been in the United States for seven years.

He is married and the father of two children, Sandy 10 and Chris 4. Chris and his two children share the same birthday, June 11th. This year the celebration will be held en route to Europe. They left San Francisco June 8th for a holiday in Holland, France and England.

A Letter From President Carlson

(Editor's Note: As most of you are aware, WIH President, Edward E. Carlson has been in a Seattle hospital recuperating from a back ailment operation. Following is a letter received in this office in mid-June directed to all WIH members.)

"Elsewhere in Front! is a story in the 'President's Corner' column which tells 'why people make the difference.'

"This was prepared before I unexpectedly found myself in Virginia Mason Hospital. The stay was eventually extended to three weeks with an additional recommended period of 'quiet' recuperation at home. Now, there is nothing unusual about my situation. Many people have more serious health problems and personal heartaches from family tragedies than what the Carlson family has experienced in recent weeks. Yet one does become responsive to a common thread of understanding that seems to exist in the sensitive response of friends to each other in times of distress.

"With Lynn Himmelman, Gordon Bass, Willard Abel and Dan London, I have had a long intimate association with this company for more than twenty years. The changes have been significant, but with this ever-expanding and changing company horizon, I have had an opportunity to enjoy a wide acquaintanceship with many of you at all levels of hotel responsibility. One of the pleasures of my many trips is to say 'hello' to old friends and meet new ones. Thus, my friends, it was wonderful to have your telegrams, cards and notes, both acknowledging my birthday and my illness.

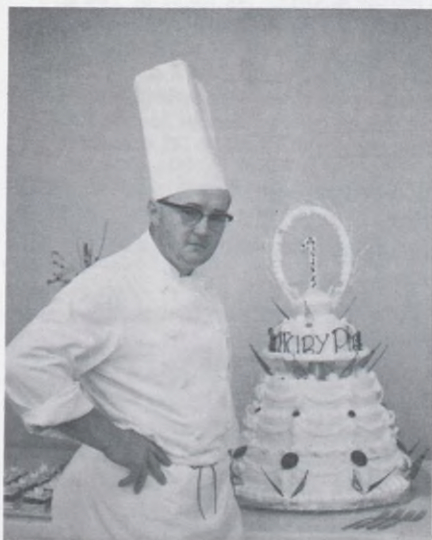
"Irrespective of the responsibilities we may share or the material things we may have acquired, nothing is more important or appreciated than family and friends. Sometimes we become too busy to realize this — our thoughts become too 'self centered.' Thus, a time of forced confinement is a time for reflection. I am grateful for the blessings of a good and active life.

"I am also grateful for the many wonderful, thoughtful friends from across the world who sent good wishes my way when the days were a little drearier than usual.

" 'People do make the difference!' My grateful thanks to all of you."

Edward E. Carlson

Front! News Pictorial



FIRST BIRTHDAY — Ernest Mueller, Pastry Chef of the Century Plaza, stands before the cake he baked and decorated, celebrating the First Anniversary of the opening of the hotel in May. The cake was served to all employees in the Cantina [employees cafeteria] to commemorate the event.



LUAU IN ALASKA? — Recently the Fairbanks Inn prepared a complete Hawaiian luau for conventioning Kiwanians including serving a traditional whole suckling pig. Above, Chef Chuck Steele prepares the pig for roasting. [Next, dog sled racing at the Ilikai?]



BRONZED HAT — Shown left to right are Klaus Scheftner, Executive Chef of the St. Francis Hotel, Clovis Soubrand, Catering Manager and William G. Quinn, General Manager. Soubrand was recently promoted to Catering Manager after 8 years as Executive Chef of the St. Francis and a total of 30 years working as a chef in many parts of the world. Quinn is presenting Soubrand with one of his actual chef's hats which has been bronzed. Attached to it is a plaque signed by Quinn and members of Western's Executive Committee. The bronzed chef's hat occupies a prominent spot in Soubrand's new catering office on the second floor of the St. Francis.



BENSON AWARDS — On Thursday evening, May 24th, Benson Hotel staffers celebrated their Service Awards event with a banquet and ceremonies in the hotel's Mayfair Room. Shown above the the employees who had received their service award pins.



HOTEL STUDENTS — The Ilikai Hotel hosted a group of students from the famous University of Hawaii East-West Center on a tour through their modern new facilities. The students usually go through a three or four month training period at various hotels in Waikiki and gain considerable knowledge through actually working as employees in these complexes. The Ilikai Hotel has been training students for a number of months and currently have two students, Manuel Woo and Surgawongse Bunnag as trainees. Shown at left is the hotel's Executive Housekeeper, Melissa Fontes, as she takes students through her housekeeping center.



ANTLERS PLAZA AWARDS. The fledgling Antlers Plaza was represented at the Cosmopolitan Service Award Banquet by these four honored members. From left: General Manager Joe Mogush [20 years], Ollie Dodson [5 years], Chuck Weaver [25 years] and Ben Popelka [5 years].

Front! International



Jean Marc Blouet, General Manager of the Hotel Avila in Caracas, welcomes to the hotel the President of Venezuela, Dr. Raul Leoni and the First Lady, Mrs. Leoni. [L. to R.] Blouet, President Leoni, Mrs. Leoni.



A luncheon to discuss general policies for the forthcoming international Olympic Organism Committee Conference brought together these WIH de Mexico members and guests. From left: Dr. Isidoro de Orta, Manager Majestic Hotel; Alfredo La Mont, Jr., Director of Public Relations WIH de Mexico; Raul Sanchez, Manager, Francis; Roman Zapata, Manager Ritz; Roberto Gonzalez, Director of Sales, Alameda; Jean Berthelot, Manager Alameda; Michel Sauve, Director of Sales, WIH de Mexico; Alejandro Ortega Sanvincente, Secretary General, Ramon Alatorre, Director of Housing; Leticia Arratia, Special Representative of Sales WIH de Mexico, and Alvaro Zubeldia from the Senorial Restaurant where the luncheon was held.



Miss Judith Davis (top right) "Cherry Blossom Princess" on a goodwill mission from Washington D.C., is welcomed to the Miyako Hotel in Kyoto and poses with lovely, kimona clad Japanese hostesses.

Fast 5-Day Facelift Transforms Bella Vista

The preparations preceding a large and important convention at any WIH hotel can involve a great deal of work and organization beforehand. Seldom, however, have they ever reached the proportions experienced by Venezuela's Bella Vista Hotel on Margarita Island for such a gathering recently.

In early May, the Bella Vista was host to a prominent Venezuelan convention group. The hotel's resort setting on this lovely island, overlooking the beautiful Caribbean Sea, was a sheer delight to the delegates. The hotel itself sparkled like a jewel and to those delegates who may have visited the hotel a few months earlier, the Bella Vista appeared to have gone through a complete transformation. It almost had.

Just a few weeks before the convention opened, a complete crash face-lifting program had been instigated, chiefly by WIH de Venezuela General Manager, Alfred Freudenthaler and his staff and Bella Vista Manager, Eduardo Ariza. These changes included a canopy over the entrance, a new concrete rim around the swimming pool, old fences removed and new ones put up, the gardens were relandscaped with old plantings removed or repositioned and new plantings added and the garden walks widened and cleaned. Within the hotel, too, there were major renovations. The lobby and dining room had been repainted, plus many other refurbishing projects including the installation of new equipment and guest items throughout. Even the staff received new uniforms and during the convention, a doorman was added for a special touch.

What was so remarkable was that most of this was completed in a period of a little over five days! Freudenthaler credits the very enthusiastic and hard working staff of the Bella Vista for this truly remarkable achievement.

Maracay Opens Discotheque

The Hotel Maracay in Maracay, Venezuela, has recently converted one of the hotel's public rooms into a fashionable discotheque. Known as el salon "Fiesta Brava," this popular dance center has met with great success, not only with hotel guests, but also with Maracay's dance enthusiasts. The equipment is the most modern and the extensive record selection features the latest hit tunes from all over the world.



ACCOUNTING DIVISION

Part IV — Planning and Procedures from Paychecks to Profits

To many of us, "Accounting" is identified in our minds as a place in the hotel where our paychecks come from (and where all those deductions are taken out!).

That's a start. But, of course, the WIH Accounting Division is much more than that. It's even much more than handling the accounting for the income source of that money that goes into those above-mentioned paychecks. It is the "interpreter" of the Company's financial status whose varied activities in all areas are culminated in the brief, but telling, summary — the "Annual Report to Shareholders".

In addition, it is the "vehicle" through which WIH financial planning is determined, out of which come the decisions of Corporate Management which guide our future. Just as hotel management plans its operations to accomplish certain beneficial results, accounting management must make its plans — "tax plans" and "financial plans" — which, when properly applied and combined with operations plans, results in the maximum accomplishment of the Company's goals.

At the local level in each WIH hotel, the matters of income from accommodations, payrolls and related expenses, purchases for operating departments, payment of bills for services, are all the responsibility of that hotel's accounting department. The controller or chief accountant and the accounting staffs of the hotels are responsible for preparing the necessary records, reports and statements.

The monthly financial statements are prepared and forwarded to the Accounting Division in Seattle where accounting personnel collate this material and compile a statement of these combined reports for management review and use, as well as to prepare the Corporate Statement of Profit and Loss which is furnished Western International Hotels Company Directors each month. While this is a major function, it is only one of the many areas in which the Accounting Division is involved.

HOTEL ASSISTANCE

Accounting service assistance to individual hotels is one of the most important functions of the Services Division under the direction of Fred Sarbach, WIH Assistant Controller. Whether a hotel requests on-the-spot accounting aid or the answer to a simpler problem that could be handled by letter or phone call, the Department is prepared to offer their immediate and authoritative assistance.

Additional assistance is also supplied to the individual hotels on current accounting matters through regular informative reports entitled "Accounting Division Bulletins".

In new or newly acquired properties, the Department sends out "staffers" to the new location to supervise and to help install the proper accounting and related systems. Sometimes it is even necessary to borrow accounting personnel from other hotels in our organization to help get this new department into operation and to train the local staff of WIH accounting procedures. Prior to opening of these new properties, the Department also prepares operating budgets and pro forma financial data.

A great deal of research and development of new systems and procedures including data processing programs is continually carried on by the Division. The completely revised and much more practical financial statement forms, now standardized throughout our hotels, was one result of such research. The new forms were established by the policy-making body of the Accounting Division — the Accounting Services Committee headed by WIH Treasurer, Frank T. Reid. The Accounting Services Committee members are selected not only from the Seattle Accounting Center, but from our hotels and its membership represents a wide geographical cross-section of WIH locations in the United States and Canada. Current members of the Committee are:

Fred A. Sarbach — WIH Assistant Controller — Vice Chairman
William D. Ellis — Century Plaza Hotel Controller — Vice Chairman

Paul Matteucci — WIH Accounting Center Administrative Assistant
Marvin Chamberlain — WIH Budget Director
Brent MacDonald — Northern Hotel Manager
Dave Christianson — Olympic Hotel Controller
Walt Titus — Continental Plaza Hotel Controller
L. W. Ryan — Georgia Hotel Controller
Richard D. Michaels — Cosmopolitan Hotel Controller
Al J. Vettori — WIH Accounting Center Manager

In forming its decisions, the Committee works closely with other WIH committee groups and divisions (the Operations Committee, the Finance Committee, the Executive Committee and the Development Division).

OTHER RESPONSIBILITIES

Other areas of Accounting Division responsibilities include group insurance (under the supervision of Mack Thomas), retirement plan accounting, statistical and management reporting, and internal auditing. As previously mentioned, the preparation of material for the Annual Report to Shareholders, as well as the Corporate Income Tax Returns and Statements and Exchange Commission, etc. are other parts of the Department's responsibility.

On June 21 through 23 the Accounting Division held its first general accounting conference in six years at the Benjamin Franklin Hotel in Seattle. In attendance were controllers and other accounting personnel for all Canadian and United States hotels. Established procedures were reviewed, new procedures and policies were presented and viewpoints were exchanged and current problems discussed.

Commenting on the conference, Paul Matteucci, Accounting Center Administrative Assistant, stated, "With the tremendous changes and advances being made in the hotel industry as a whole and its relation to accounting in particular, we, too, have to look ahead and prepare for those new challenges with fresh thinking and the investigation and utilization of eventually better methods and procedures."

On the Job With Some of Our Accounting Division and Accounting Services Committee People

[Editor's Note: All of these photos, with the exception of the Northern Hotel photo and that of Marvin Chamberlain, are of Seattle Accounting Center personnel. Each WIH hotel, of course, maintains its own hotel staffed accounting department.]

[Top Left] Marvin Chamberlain, WIH Budget Director and Accounting Services Committee members and his Secretary, Kathy Harris. Since last winter they have relocated their offices from the Seattle Accounting Center to the Executive Offices in the Olympic.

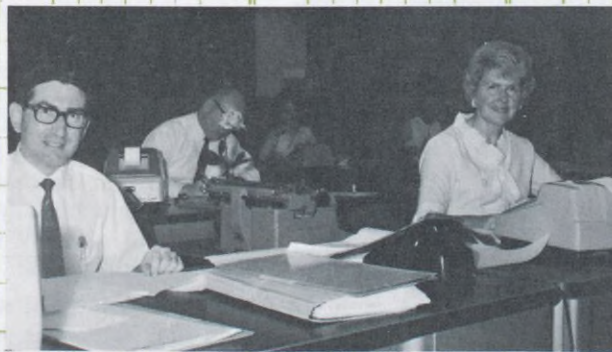


[Top Right] The Accounting Center traveling staff [L. to R.] Dick Howard, Internal Auditor; George Fleming, Consultant; Greg Kelly, formerly Internal Auditor and now transferred to the St. Francis as Controller; and Ray Gehrman, Assistant Consultant.



[Second Row Left] Brent McDonald, Northern Hotel General Manager and Accounting Services Committee member checks over the new monthly financial report with Shirley Wright of the Northern's accounts receivable.

[Second Row Right] Paul Matteucci [left] Accounting Center Administrative Assistant confers on an assignment with Ray Reinbold, Chief Accountant.



[Third Row] At the recently remodeled Accounting Center offices are these two hardworking staffers, Dennis Baker, Accountant and Myrtle Ott, Accounting Clerk.



[Bottom Left] Al Vettori [center] Accounting Center Manager in Seattle is shown with Evelyn Lee, Accounts Payable clerk [left] and Lee Hendricks, Accounts Receivable clerk [right].

[Bottom Right] Mack Thomas, Group Insurance Administrator for WIH.

WIH PERSONALITY PROFILES

STAN RAILLE — Benson Barman and Master Mixologist



Stan Raille, Barman at the Benson's London Bar and Grille, "looks good like a bartender should." That is, he is the epitome of what the ideal, friendly, jovial and expert barman should be. His is the quality, too, of making even first time patrons feel immediately relaxed and comfortable when approached. When preparing even the most complicated of beverages, his actions are swift and sure, while at the same time he can continue to expound his back-of-the-bar "authority" on any current across-the-bar discussion without pause.

His imaginative touch with beverages won him an award during the 1966 Food and Beverage Conference. For the "most outstanding original drink" in WIH competition, a concoction he called the Sunburst, he was awarded the Golden Chalice Award. Stan feels this accolade was one of the proudest moments of his career.

Stan Raille has been mixing things up for WIH since 1955 when he joined the London Bar crew at the Benson. At that time he had been tending bar for the previous ten years in Montana and Idaho. Except for a brief 18 month period when he worked elsewhere, Stan has been a Benson regular, working either at the London Bar, the Piccadilly Bar, or Trader Vic's. In 1955 he was appointed Bar Manager on the opening of the new London Grille. He helped select the wine and cocktail list that continues to be used.

Stan has been married to wife, Betty, for 21 years and has three daughters, Jill, Judy and Karen.

The senior Raille's are avid antique collectors. Stan's speciality is allied to his trade — that of collecting old bar recipe books, antique bar equipment, whiskey bottles and flasks, and, an item of more universal appeal . . . old American coins.

CHUCK WEAVER — Super Superintendent of Services

If there is anything about the art of "bellmanship" that Chuck Weaver doesn't know, it's probably not worth knowing. For 25 years with WIH alone, Chuck has been involved with this end of hotel services and has become one of Western's most reliable authorities on the job.



Now Superintendent of Services of the newly opened Antlers Plaza in Colorado Springs, Chuck began his career with WIH with the old Multnomah in Portland.

When the Multnomah was converted into an office building, Chuck, who was then Superintendent of Services, was transferred to the Olympic in 1965, in the same capacity. His most recent transfer to the Antlers Plaza was made in late 1966.

Looking back over his hotel career, Chuck can recall many amusing incidents that stand out in his mind. He tells, for instance, about the woman guest who demanded a free room for four hours. Her explanation was a simple one. It seems she had stayed at the hotel a few months previous and had checked out at 11 AM, and since the checkout time was posted at 3 PM, she felt entitled to those unused four hours!

He has witnessed some unpleasant incidents, too, such as the shock of seeing a once beautiful room that had been charred and damaged by careless smokers. However, as Chuck states it, "While I imagine all businesses have their headaches and moments of laughter, I'm quite sure that in the hotel business laughter far over-shadows the headaches."

His views of Western's future are brightly optimistic, and he feels "we have a young, able leadership with progressive ideas". "In fact," Chuck adds with a smile, "I'm not too sure that when we do land a man on the moon there won't be some of our people already there, ready to tell him all about Western's OUTER world of fine hotels."

CURTIS LANGSTON — Cooks His Way to Top of the Needle.

The unique sounds, sights and smells of an active institutional kitchen have been a part of Curtis Langston's life since he was 14 years old.

It was at this age, while still in high school, that Curtis began his kitchen career as a dishwasher and busboy in a Seattle hotel.

Spurred by a hard-working ambition and a desire to learn the trade, he pursued a 3-year course in culinary arts training at a Seattle technical school, while continuing working nights in the hotel kitchen. He had reached the position of Sous Chef before his career was interrupted by induction into the military service. His previous training was put to good use and even furthered as he spent his military time as a cooking and baking instructor.

Later, in 1960, he joined the Western family for the first time as a vegetable and fry cook at the Olympic. It was here, under the masterful guidance of then Olympic Executive Chef Walter Roth, that Curtis acquired many of the finer points of the cooking arts.



He left the Olympic kitchens for a brief period and worked elsewhere, but when the Space Needle opened in 1962, Curtis returned to the fold and joined the original Needle kitchen staff as a relief cook. On two occasions he left the Needle staff, and each time he returned he was more convinced that he was really happiest working in the "restaurant in the sky". In 1966, Curtis was appointed Saucier (sauce cook), and in February of this year he was elevated to Sous Chef, a position he now holds.

"I'm very proud to be working at the Space Needle," Curtis comments enthusiastically. "I think that the kitchen staff and the food that is served are both exceptional. In particular, I enjoy working with the Executive Chef, Karl Ederle."

Curtis is married, and except for an occasional baking spree, mostly for the benefit of his four children, it is Mrs. Langston who rules the home kitchen.

Front! Features

RECIPES I LIKE BEST

In spite of being instrumental in capturing the coveted Holiday Magazine Distinctive Dining Award for the Benson Hotel for the last two years, Chef Ivan Runge remains a very



Chef Runge

modest man. So modest, in fact, one feels he would probably prefer his culinary artistry to do the speaking for him. Our undaunted Benson correspondent, however, was able to come up with these few important details.

Chef Runge was born in Czechoslovakia, but was raised and educated in Germany. He received his culinary training and worked for three years in Hamburg, then spent two more years in hotels in the Middle East before coming to the United States.

He joined W.I.H. at the Benson Hotel in 1957 as Chef Tourmant (rotating chef). In 1959 he became Sous Chef and in 1965 he was appointed Executive Chef.

Chef Runge is married and has two children — a daughter and a son.

POT-AU-FEU INGREDIENTS

- 4 lbs. lean beef
- 4 lb. plump chicken cut up (fricassee type)
- Marrow bone cut in pieces and tied in cheesecloth (optional)
- 6 peppercorns
- 1/2 bay leaf
- 2 tablespoons salt
- 8 small carrots
- 8 small leeks
- 1 large onion (with cloves)
- Turnips and potatoes (optional)
- Bouquet Garni

PREPARATION:

Half fill a large kettle with water. Add meats, salt, peppercorns and bay leaf. Cook gently for 2 hours on top of the stove, or about 20 minutes in a pressure cooker. Be sure that pressure cooker is not more than 3/4 full.

At this point, the meats will not be quite cooked. Skim the surface carefully. Add carrots, leeks (only the white parts), onion pierced with 3 whole cloves, turnips and potatoes, if desired — one for each person. Add bouquet garni which you can buy already put up in little bags at any specialty food shop.

Allow to simmer (just under 210 degrees F.) for one hour. Do not boil at any time! Remove the fat from the surface, season to taste and serve.

Lobby Quiz

How well have you read this issue of Front!? Listed below are five questions taken from information appearing in some of the news stories. Test your memory by taking this easy quiz.

QUESTIONS

1. What is the name of the recently opened restaurant at the Continental Plaza?
2. The elegant Le Castillion restaurant is located in what WIH hotel?
3. Minimum monthly deductions for the WIH Stock Purchase Plan is set at what amount?
4. What two WIH resort hotels are closed for the summer?
5. The combined WIH training programs are consolidated under what name?

ANSWERS

1. The Chicago Grille.
2. The Bonaventure.
3. \$10.00.
4. Oasis and Carefree Inn.
5. WEST-ED.

TO SERVE:

Meat, vegetables and broth may all be served together from the kettle into soup plates or bowls. Or the soup may be served separately in cups, with thin slices of toasted French bread or rolls and a sprinkling of grated cheese, if desired. Then the meats and vegetables are arranged on heated platters and served with coarse salt crystals, Dijon mustard or horseradish sauce, and gherkins or pickles.

BOOKS YOU MIGHT ENJOY

"The Plaza: Its Life and Times"

By Eve Brown

Few landmarks, however rich their past, can conjure up such a wealth of fable and history as New York's famed Plaza Hotel. Most Western Hotel people recognize it as one of the most notable properties of the Hotel Corporation of America family.

To many other people, and to New Yorker's especially, the hotel's historic past is that city's story of society and business, of literature, art and politics in the past sixty years.

Eve Brown, Director of Public Relations at the Plaza, relates a delightful account of this hotel's history in



Back of the bar philosophy: A good listener is not only popular everywhere, but after a while he knows something.

* * *

One sweet little old lady to another: "I used to find tranquility in the public library — and then I discovered martinis."



"They're big on 'personalized service' at this hotel!"

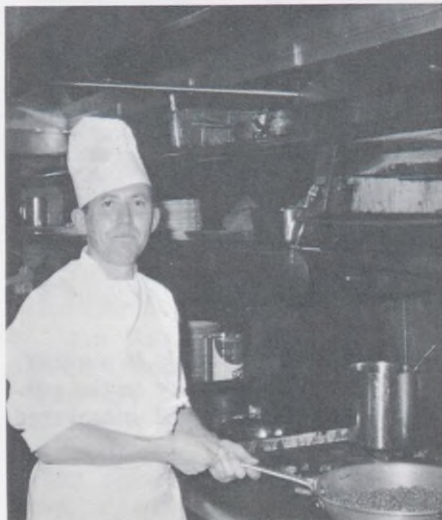
this new book. It is the story of Cornelius Vanderbilt, the first to sign the register . . . of Scott Fitzgerald who tea-danced there and Rudolph Valentino who tango-ed there . . . and of more recent guests, ranging from Andrei Gromyko to the Beatles.

It is an account of plush parties, sumptuous suppers, of kitchens and linen closets lovingly captured in this magnificent monument to elegance and taste.

Perhaps no one could be better suited to delve into New York's glamorous past through the eyes of The Plaza than Miss Brown.

Front! Photo Album

(EDITOR'S NOTE: Your Front! picture caption writer stepped out in the noontime sun for a few minutes and developed a slight case of midsummer madness, or so that's his excuse when he wrote these captions on these two pages.)



"Oh, I don't know — I just add a little pinch of this and a little dab of that—"Wilfried Schwabe, Night Cook, Bayshore Inn.

"Let's see, you wanted 40 pink sheets, 60 white and 30 yellow, or was it 30 pink, and—". Ethylene Freeman, Laundry Manager, Fairbanks Inn.



"That's right, 60 orders of creamed chicken and just three of the Tuna Surprise." Betty Ress and Dell Ely, Cosmopolitan Banquet Room Waitresses.



"Yes Ma'am, Flight 32 for Denver is loading now . . . shall I send a bellman up for your luggage?" Jack Dallas, Assistant Manager, Detroit Metropolitan Airport Hotel.

"I'm sorry, Mr. Hilton, but the purchasing department doesn't handle hotel property purchases." Shelby Davies, Secretary, Western Service Purchasing Department.



"You say you want to book a "hippie" convention in October, but all you want is one large pad—uh, room?" Michael Hartnett, Sales Manager, St. Francis.



"That's him over there with the big Stetson . . . says he owns some oil wells in Texas and gave me a \$10 tip." Sharon Brickner, Hostess and Violet Arthur, Receptionist/Cashier at the Davenport.



"Can't stop for lunch . . . have 'em send up a filet mignon and a bottle of Mums Extra Dry." Hans Weidenfeld, Room Service and Grill Room Manager, Calgary Inn.



"Oh, I suppose they can get along without me at the Miyako for just a few more days". Chuck McCaffree, Manager of the S. F. Miyako, visiting the Ilikai.



"There now, isn't this more fun than using the Dicta-phone?" Margie O'Toole, Secretary and Jim Balogh, Chief Engineer, Century Plaza.



"Well, I really got my start by painting mustaches and beards on political posters." Frank Weaver, Painter, Benjamin Franklin.



"Just say it's a Black Forest version of a mini-skirt." Kathrine David, Housekeeper, Northern Hotel during the hotel's Spring Jester Party.



"Well, the invitation said, 'Alaska Centennial Kickoff Party,' didn't it?" Allan Woodrow, Baranof Manager with Jan Clark, Waitress, and party crasher, Bill Muller of the Anchorage-Westward.



"No, it's your turn to take in the bags . . . I did it last time!" Doorman, Bill Brown and Bellman, Jim Gimarelli of the Benson Hotel.

Hotel Profile

SIR FRANCIS DRAKE . . .

"Twenty-one stories high in the sky, between the stars and cable cars."

This is how the glamorous Starlite Roof, the crowning jewel dining and entertainment room of the Sir Francis Drake Hotel, has been described.

But the Starlite Roof is only one of the glamour attractions of this very exciting Western Property in San Francisco. It's two other fine restaurants and lounges, (The Plate of Brasse and Drake's Tavern,) the beautifully furnished guest rooms, elegant lobby and superior staff has earned the Drake an enviable world-wide reputation in a city known for its many fine hotels.

The Sir Francis Drake Hotel was built in 1928 and joined the WIH family in 1942. Currently managed by David Plant, its previous managers include two of our most distinguished WIH executives, Willard Abel and Dan London as well as Bill Quinn and Joe Mogush who now manage the St. Francis and Antlers Plaza respectively. Its convenient downtown location offers 432 recently and beautifully remodeled guest rooms, equipped with radio and television and each offers attractive outside views.

The popular Plate of Brasse room serves daily breakfast, lunch and dinner with entertainment during the cocktail and dinner hours. Its name refers to an inscribed brass plate recently discovered on the shores near San Francisco Bay that had been planted by the English sea-farer, explorer, Sir Francis Drake, in the 17th

century. Previously, this room had been called the Persian Room and was completely redone in 1966.

Drake's Tavern also projects an "Olde English" atmosphere and is equally popular for a leisurely cocktail or for elegant luncheon and dinner dining. The unique attraction here is the Olde English beef cart that is wheeled to your table.

The most spectacular specialty room, is, of course, the Starlite Roof serving luncheons Monday through Saturday with a special buffet luncheon on Sundays.

At night, surrounded by the magnificent, panoramic views of the city and the Bay, guests can enjoy dancing to a popular combo every night of the week.

Business is also a pleasure at the Sir Francis Drake. Modern and completely equipped accommodations are available for conventions, banquets, meetings, exhibits, etc. for groups from 5 to 450 people.

In January of this year, new outside lighting for the twenty-second floor was installed. It's nightly glow makes the hotel visible from most of the Bay area and has become a new and dramatic landmark on the San Francisco skyline.

SIR FRANCIS DRAKE PEOPLE

The Drake employs approximately 350 staffers. Like all WIH properties, these people are among the finest in the business. Some of this top talent is shown here.

THE Sir Francis Drake



Plate of Brasse Hostess, Verna Era stands beside suit of armor decoration in the restaurant.



Cecil Tanner, Assistant Manager, and Dick Berryman, Information Clerk at the Drake front desk.



The cheery smiles belong to Eve Peterson, Cashier, and Elvia Martinez, Waitress, of the Starlite Roof.



A random gallery of Drake staffers: (top row) Chet Widener, Bartender; Bernice Crumpler, kitchen; Nemosio Dancel, Cook; Loretta Williams, Waitress; (bottom row) Sam Ege, Engineer; Paul Rasmussen, Room Service; John Cruz, Busboy; Dick Wray, Steward.