



## WHO WILL WIN \$1,000 PRIZE?

### "FRESH" Approach is Workshop Theme

Lobby guests at the Olympic Hotel may well have pondered the meaning recently of a huge banner suspended from the balcony welcoming "fresh" delegates. Indirectly, the message was related to them. The delegates referred to were WIH front office and reservations personnel meeting in Seattle for a seminar workshop mainly concerned with ways and means of improving guest reception and reservation handling procedures.

#### Two Workshops Held

This workshop, held October 12-14 was one of two regional affairs; the other was held at the Century Plaza hotel in early November.

An agenda of informative lectures, presentations, question - and - answer sessions and individual workshop discussion groups highlighted the schedule. The emphasis was on a "fresh approach to guest services". The theme, "FRESH", appearing on the cover of delegate handbooks, was derived from the first letters of the subject categories . . .

Front office  
Reservations  
Engineering  
Service  
Housekeeping

Following the preliminary registration day activities, (including a tour of the Olympic and Benjamin Franklin Hotels, the Space Needle restaurant, executive offices, Western Service and Supply offices, the accounting center and the credit card office in Seattle) and a kick-off reception, an

### Reward Notice!

A \$10.00 reward is being paid for the return of any cancelled, lost or stolen WIH credit card listed on the monthly cancellation list or teletyped daily notice.

Any staff member handling or finding these cards should return them by mail to Cy Braden, Credit Manager, Western International Hotels, Box 1140, Seattle, Washington 98101 to receive their \$10.00 reward.

### Entries Roll In:

It seems like everybody could use an extra \$1,000!

A quick check before we went to press of some WIH properties indicates an early heavy response towards the employee "SAVE and CHECK" idea contest. As you know, this is the first of a proposed annual contest awarding the best work simplification or material-saving idea submitted by an employee. The winner will receive \$1,000 cash or an all-expense two-week vacation for two at the WIH hotel of his choice in the U.S. or Canada. The contest is open to ALL Western employees (except officers and directors) and its subsidiaries in the U.S. and Canada.

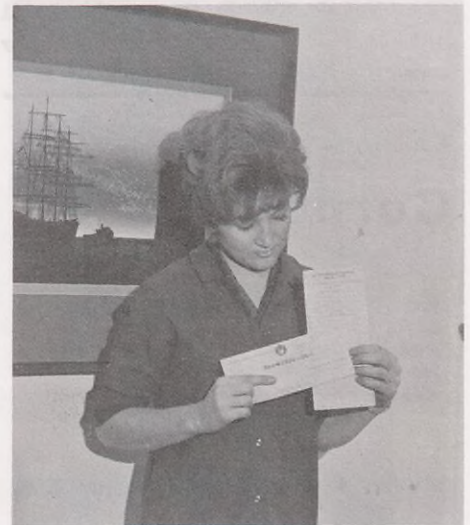
#### Submit Ideas Now

Each one of us has had a "hot" idea at one time or another on how to improve the operation or save materials expenses in our job, our department, or even in some totally unrelated department where we work.

Now is the time to make that idea pay off . . . in cash or a dream vacation!

Just study out the idea, jot it down

intensive two-day workshop program followed. A certificate presentation program concluded the sessions. (more stories and pictures on page 6)



Betty Skripsy of WIH executive offices holds \$1,000 check that could have your name on it if you're the lucky winner in the SAVE and CHECK contest. The winning idea may be as simple as the re-useable inter-departmental envelope she is holding in her left hand!

on an entry blank provided by your department head and submit it to your hotel or property manager. Who knows, it may be just the "hot" suggestion that will win you that "cool" grand! (—and what a great Christmas present that would make!)

But hurry, the SAVE and CHECK contest closes on Saturday, December 10th. If YOU could use an extra \$1,000, start thinking now and enter as many times as you wish.

### Construction On Mexico City Hotel Begins

With an eye towards a 1968 completion date, construction plans for a new luxury hotel in Mexico City was announced recently. This new addition to our WIH family, to be called the Camino Real, will be located directly across from beautiful, historic Chapultepec Park. In fact, one of the hotel's most pleasing aspects will be in its landscaped integration with the park to create an atmosphere of gracious serenity.

#### Three Zones

The unique planning for the Camino Real calls for three separate—but connected—zones, none more than five stories high. One zone will contain the parking facilities for 700

vehicles. A second zone is designed for guest and public facilities with restaurants, swimming pools, bars, entertainment rooms and private rooms equipped for meetings and banquets. A fully equipped health club with sauna bath, tennis court and putting green adjoining a garden dining room and swimming pool will adjoin this unit.

#### Guest Rooms

The guest room zone, consisting of a block of seven "Missions" as each one is referred to, will provide living space for 1,000 persons. Included will be two presidential suites with private swimming pools. All rooms will have views of gardens and terraces.

# 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



So much has been said of modern day travel "shrinking the world", especially in air transportation, that it has almost become a meaningless cliché. Certain recent occurrences, however, have focused our attention on this "cliche" giving it a fresh new importance.

A case in point was the inauguration of the first SAS polar flights from Scandinavia to Seattle in which we had the privilege to participate. This new air route service is, of course, only one of many that is making international air travel quicker and more convenient.

Current reports of proposed SST (supersonic transport) aircraft designed to carry up to 400 passengers at speeds of 1800 m.p.h. and at lower rates, are another spur towards even greater air travel.

And from the recent ASTA travel convention held in Seattle, we learned that the tourist business has increased over 100% in the last 8 years with a much faster rate of increase predicted ahead.

An obvious result of all this stepped up air mobility is in the tremendous impact being made on the hotel industry. For all of us at Western, our responsibilities for accommodating this fast growing traveler trend are clearly marked. Our collective efforts must be devoted to improving and increasing our facilities wherever possible

## Western News Notes



"Pretty faces and exciting places" could have been the theme of the WIH display booth at the ASTA travel convention held recently in Seattle. The pretty faces were provided by an attractive crew of reservations department girls from The Olympic, The Space Needle Restaurant and WIH Central Office who manned the booth.

Exciting places were suggested by the colorful costumes designed, made and worn by the four staffers of Central Office reservations. These costumes suggested the international aspect of our WIH properties

Modeling her Mexican Charro outfit in the photo above is Sylvia Berg, Central Office reservations manager. Appropriate costumes representing the U. S. and Canadian, Hawaiian and Oriental properties were worn by Fran Smith, Margaret Cross and Sharon Toney.

Western International Hotels literature and a chance at a daily prize drawing for a free dinner at one of the fine local WIH dining rooms were offered to ASTA delegates.

to meet the expanding needs of this "shrinking world". It's an exciting challenge . . . for all of us!

Edward E. Carlson  
President  
Western International Hotels

## COMINGS AND GOINGS

**Max Schnalinger** is appointed the new assistant director of Food and Beverage for Western International Hotels and will be based in Seattle . . . Four new appointments have been made to the staff of The Oasis Hotel: **Kurt Hendrickson** has assumed the responsibility of Food & Beverage Manager . . . **Edith Cox** has been appointed auditor replacing the resignation of Larry Burns . . . **Miss Willow Martin** has been named reservations manager . . . appointed to the position of head gardener is **Joseph Hirz** . . . **Dick Ferris** has been named manager of the Continental Plaza Hotel assisting managing director Joe Callihan . . . **Lloyd Swendt**, former sous chef at the Leopold, has been appointed chef as of October 1st . . . **Ben Popelka**, purchasing agent for the Century Plaza transfers to the Antlers Plaza hotel as purchasing agent . . . other transfers to the growing Antlers Plaza staff include **Lou Martinelli**, former director of Reservations for the Century Plaza, as senior assistant manager and **Klaus Zander** of the Space Needle Restaurant as executive chef . . . The Cosmopolitan hotel announces the following staff changes and additions: **Jack Gaines** is promoted from assistant food & beverage manager to executive assistant manager . . . new to the staff is **Richard Michael** as controller . . . **Orvin Olson** is promoted from credit manager to assistant auditor . . . two other new staff additions are **Risse Rondeau** as credit manager and **Steve Bywater** as restaurant manager . . . **Derek Pitts** is promoted from beverage controller to food & beverage controller and staff planner . . . at the St. Francis Hotel, **Peter Flood** assumes the new position of director of front office and business development . . . transferring from the St. Francis to his new position as captain at the Space Needle restaurant is **Thomas Beykovsky**.

## Promotion of Month Features Ilikai and Oasis Hotels

Tying in with the featured properties in the November-December issue of Guest Magazine are "Promotion of the Month" materials now attracting guest attention throughout WIH hotels. Counter and elevator cards, table tents, mail inserts, and other promotional items featuring the Ilikai Hotel are being displayed in all hotel properties during November. In December, The Oasis resort hotel in Palm Springs will be similarly featured.

## 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; Avila, Mrs. S. Guzman Blanco; Bannock, Sandra C. Brown; Baranof, Don Ketchen; Bayshore Inn, Harvey Keating; Benjamin Franklin, John Corey; Benson, Ruth Turner; Boise, Maxine Sargent; Calgary Inn, Betty Poaps; Camino Real (Juarez), Miss Lourdes Lopez; Caravan Inn, Mildred Banwell; Carefree Inn, Jane Miller; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Jack Gaines; Davenport, Gayle Jewell; Fairbanks Inn, Ann Payne; Finlen, Terry Neils; Georgia, Frank Starnes and Faye Debenham; Guatemala-Biltmore, William Jauregui, Jr.; The Ilikai, Roberta Watson; Imperial Inn, Audrey Crawford; Leopold, Analee Brethour; Miramar, Robert Yue; Northern, Con Carter; Oasis, Willow Martin; Olympic Jo Brarud; Owyhee, Clyde White; Palace, Norhiko Yahata; Rainbow, Esther De Vault; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Frances Vitulli; Western Service, Rose Shaffer; HCA Executive Office, Martha Raho.

# Front! Pictorial



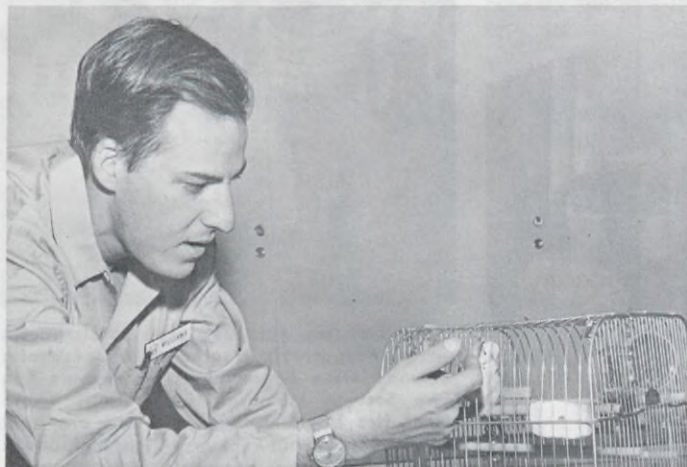
Food, of course, is the topic of conversation when two chefs get together. Rene Schiess, left, Olympic chef chats with visiting Rene Verdon, former White House chef, while Verdon samples a Northwest delicacy — Dungeness crab.



Gretchen Mathers from WIH's Food and Beverage department and Ron Jeffrey, catering manager of the Ilikai hotel, review a series of new menus and plans for the Ilikai's many fine restaurants.



Cantina cuties, Carol Fitzgerald, left and Mimi Zientek, right, lovely blond cocktail waitress in the Cantina show lounge of the Continental Plaza model their black sequined and orange satin "work clothes."



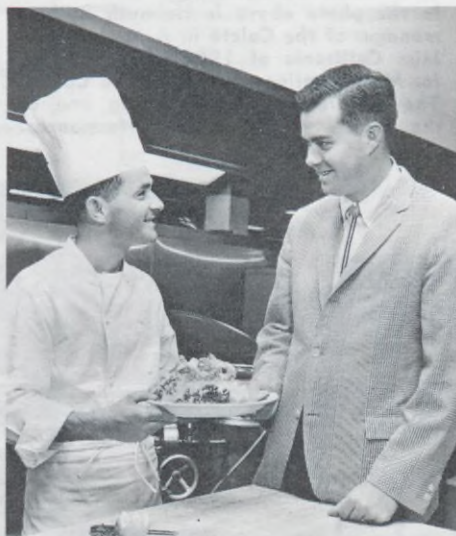
Bill Williams, head houseman at the Cosmopolitan, with "Lukie", a pet parakeet left behind after a fund-raising telecast five years ago and since adopted by the housekeeping department.

When Miss Universe, Margarita Arvidsson, arrived in Los Angeles, she was met at the airport and personally chauffeured to the Century Plaza by lucky hotel chauffeur David Hall.



David Plant, [left] general manager of the Sir Francis Drake being interviewed by Owen Spann, popular Bay Area radio and TV star, on a celebrity interview show aired from the hotels Starlite roof.

In Carefree Inns spacious kitchen, Chef Waldo Brun shows General Manager Jim Howard his latest creation, prawns intriguingly served in ice molds and called, naturally, "Prawns on Ice".



# Front! International



Set amid sparkling fountains and lush semi-tropical gardens, the Avila in Caracas, Venezuela, is internationally renowned for gracious living. The Avila joined the Western International Hotels family in late summer of this year and is under the management of Jean-Marc Blouet.

## Palace Guests View Firemen Demonstration



Earlier this year, Palace Hotel guests were unexpectedly treated to an acrobatic demonstration by members of Tokyo's Edo Fire Service Memorial Association. These local fire brigade demonstrations are held yearly throughout Tokyo which includes a parade and the acrobatic performances. The custom dates back over 100 years to the Edo period.

The acrobatic demonstration shown above was performed near the Palace Hotel grounds. Admiring guests watched spellbound as the firemen performed amazing feats on the top of bamboo ladders supported solely by ropes held by brigade members.

## WIH de Mexico Host U. S. Beauty Queens



Some hotel managers have all the fun! In the photo above is Helmuth Ruther, manager of the Caleta in Acapulco, with Miss California of 1966 and candidate for Miss America who visited the Caleta. The picture was taken during one of the hotel's weekly fiesta performances.



Another beauty queen, Miss Barbara Petzel, queen of the U.S. Wool Association attending a convention in Mexico City in September selects The Alameda hotel for her stay. A party in her honor was given by the Mexico City Junior League at another WIH de Mexico property, the La Morena bullfight restaurant in Texcoco.

## "CAR-POOL" TAMPICO STYLE!



At a recent Dina-Renault regional convention held at the Camino Real in Tampico, the new models were exhibited around the hotel swimming pool including the one shown on the pool's floating raft.

### CROSSWORD PUZZLER ANSWERS

- |              |           |            |
|--------------|-----------|------------|
| 1. Redo      | 27. Oboe  | 7. Ergo    |
| 5. Idea      | 28. Enter | 8. Aeon    |
| 9. Rerun     | 29. Brown | 11. Mao    |
| 10. Lire     | 30. Stet  | 12. Bared  |
| 11. Mamon    | 31. Niads | 14. Tater  |
| 12. Bingo    | 32. Soda  | 16. Niger  |
| 13. Abas     | 33. Poly  | 19. Nobody |
| 14. Take on  |           | 20. Glows  |
| 15. Obi      | DOWN      | 24. Hess   |
| 16. Nara     | 1. Remain | 25. Ento   |
| 17. Inciting | 2. Eros   | 26. Ated   |
| 21. Aged     | 3. Dun    | 27. Oral   |
| 22. Old      | 4. On     | 29. Bio    |
| 24. Healer   | 6. Dine   | 31. NP     |

# Front! Features

## RECIPES I LIKE BEST

Egon Petersen, executive chef of The Cosmopolitan hotel in Denver, is pretty cosmopolitan himself. He was born in Kiel, Germany and has demonstrated his culinary talents behind the scenes of hotel dining rooms in Germany, Switzerland, England, Canada and the United States.

Petersen joined Western Hotels in 1962 as sous chef at the Bayshore Inn. He later transferred to The Oasis in Palm Springs for a season. When the Carefree Inn opened in 1963, Petersen was in the kitchen ready to serve the first guest arrivals and remained with the Carefree for two seasons. In between seasons he returned to his native Germany for a brief visit.

In June of 1965 he transferred to Denver's Cosmopolitan hotel as executive chef. Unmarried, Chef Petersen lists among his favorite hobbies: pretty girls, horses and hunting — in that order.

The internationally popular Chicken Jerusalem recipe given below is one of Petersen's favorites and makes an attractive and delightful company or family dish.

### CHICKEN JERUSALEM

#### Ingredients:

- 1 CHICKEN (3 lbs.)
- ½ c flour
- salt and pepper
- 2 eggs beaten
- 1 c. fine bread crumbs
- 3 T. sesame seeds
- 1/3 c. cooking oil
- ¾ c. dry white wine
- ¼ c. flour
- 1 c. heavy cream
- Fresh mushrooms (canned o.k.)
- Artichoke hearts (as desired)
- 1 chicken bouillon cube

#### Preparation:

Cut up chicken, remove skin, season, roll in flour. Dip in eggs and roll in mixture of bread crumbs and sesame seeds. Heat oil to sizzling in skillet and saute chicken until golden brown—add wine and simmer 15 min. Remove chicken—add Margarine—stir in ¼ c. flour. Blend in cream and stir until thickened. Add one cup chicken bouillon to gravy—Add mushrooms and artichoke hearts—Cook 10 minutes more. Season to taste. Return chicken to sauce. Serves four.



EGON PETERSEN

## LOBBY QUIZ

This month's quiz has to do with reservation terminology. What are the regulations that identify those guest accommodations:

### QUESTIONS:

1. Single
2. Double
3. Twin
4. Triple
5. Suite

### ANSWERS:

1. Room with one or two beds to be occupied by one person only.
2. Room with full-sized bed to be occupied by one or two persons.
3. Room with two beds (twin or full-size) to be occupied by one or two persons.
4. Room with two beds and a rollaway, or three beds normally to be occupied by three persons.
5. Parlor - bedroom combination rooms.

The wealthy Texan asked his chauffeur to make a U-turn and was told that the city's traffic laws were strictly opposed to such a maneuver.

"Then stop the first Cadillac coming in the opposite direction and buy it," the Texan ordered



Little old lady checking into hotel for first time: "I refuse to take a tiny little room like this with no windows or beds. I'll complain to the manager immediately!" Bellman: "Madam, this isn't your room . . . It's the elevator."

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Panhandler to doorman: "Please sir, I haven't eaten in three days. Could you let me have a penny?" Doorman: "What could you possibly do with a penny?" Panhandler: "I'm very anxious to weigh myself."

\*\*\*

A guest was caught with his bag full of hotel towels as he was checking out. "Don't call the manager!" he pleaded to the cashier. "I'll pay for them." When he was presented with a bill, he recovered his composure to ask, "I don't think these towels are the right color after all . . . Could you show me something in a blue?"

## Crossword Puzzler

Answers on Page 4)

### CLUES

#### ACROSS

1. Do over
5. A thought
9. Run again
10. Turkish pounds
11. Material wealth
12. Game
13. Down with
14. Undertake
15. Japanese sash
16. City in Japan
17. Urging on
21. Grown old
22. Ancient
24. One that heals
27. Woodwind instrument
28. Come in
29. Dark color
30. Let it stand
31. Nymphs
32. Sweet drink
33. Many

#### DOWN

1. Stay

2. God of Love
3. To plague
4. Opposite of off
6. Eat
7. Therefore
8. Period of time
11. Chinese Political figure
12. Exposed
14. Slang for potato
16. Capitol of Nigeria
19. Not anybody
20. Shines
24. German spy
25. Within
26. Suffix
27. Spoken
29. Living organisms
31. Not paid (abbr.)



**Front! Special Feature**

**fresh!**

The Front office, Reservations, Engineering, Service, Housekeeping workshop conference held at the Olympic Hotel brought in delegates from twenty WIH hotels. The Front! camera, on the spot, snapped these shots of some of this hard-working group during their more relaxing moments.



**ENJOYING** some tasty tid-bits from the chafing dish during the evening kick-off reception are smiling delegates from left: Mickey Kalyk, Judy Foreman and Joe Harrison from the Olympic and Sandra Brown from the Bannock.



**A BETWEEN SESSION** coffee break invites an informal discussion among delegates [L to R] Dick Ramberg and Maury Galloway of the Benson, Jack Vaughn of the Century Plaza, and [seated] Charlotte Moore of the Rainbow and Dorothy Byars of the Northern.



**CAUGHT** at the certificate presentation ceremony that climaxed the conference are Vice-president Gordon Bass making the presentation to Lona Wong and Don Davis of the Calgary Inn.

**"Guest Goof" Gag Puts Point Across**

How does it feel to experience the frustrations of a mis-treated hotel guest?

WIH delegates to the Seattle Front Office/Reservations workshop conference (see story page 1) found out first hand in an elaborately prepared hoax. Guest service division officers, directing the conference, had rigged a series of guest "goof" situations and applied them to the unwitting delegates with the cooperation of The Olympic staff.

One pre-registered delegate was informed on arrival at the desk that the Olympic was booked solid and he would have to be roomed in a less desirable neighboring hotel. A female delegate had been assigned to share a room with a male delegate—her pre-registration card had "mistakenly" listed her with a male first name. Phony telephone messages were delivered in the wee morning hours — some with delegates names misspelled and others with incorrect numbers to call.

The purpose behind these and similar delegate experiences was revealed at the first conference meeting by R. W. Dupar vice-president and director of the Guest Services Division. "While Western's reputation is built upon efficient graciousness and personalized service, there are occasional slip-ups", Dupar said. "By actually experiencing these situations from a guest's point of view we can fully understand his frustrations and do our best to avoid or remedy them."



**A FORMAL PORTRAIT** of the FRESH delegates Front Row [left to right] Lynn Hayman, Georgia; Rich Hardy, Olympic; Lona Wong, Calgary Inn; Keith Hollenbeck, Century Plaza; Arlene Holland, Finlen; Robert Dupar, Conference Director; JoAnn Thompson, Benjamin Franklin; Bill Myles, Olympic; Judy Foreman, Olympic; Dennis Forristal, Georgia; Audrey Crawford, Imperial Inn. [Second Row] Sylvia Berg WIH reservations; Ron Dickerson, Leopold; Jeanne Wardell, Bayshore Inn; Dick Gentry, Benjamin Franklin; Charlotte Moore, Rainbow; Mickey Kalyk, Olympic; Rose Ann Haggerty, Benjamin Franklin; Chuck Weaver, Olympic; Dorothy Byars, Northern; Don Davis, Calgary Inn; Marjorie Watson, Bayshore Inn; Joe Harrison, Olympic; Sandra Brown, Bannock. [Third Row] Bill Mueller, Anchorage-Westward; Terry Neils, Finlen; Phil Hughes Benjamin Franklin; Dick Ramberg, Benson; Peter Martin, Bayshore Inn; Bill Strand, Baranof; Ed Pilkerton, Owyhee; Jack Vaughn Century Plaza; George Williams, Century Plaza; Burr Miller, Davenport; Dave Jones, Fairbanks Inn; Bob Sargent, Boise.

# Front! Photo Album



Fairbanks Inn waitresses Rosalie Thornhill, Melba Worledge and Susie Carmen liven up annual "Golden Days" celebration with their colorful costumes.



WIH president E. E. Carlson and Vi Menagre, Rainbow hostess, admire a new tent card promoting the "International Dinners", a regular weekend feature in the Silk & Saddle dining room.



The Northern's new lobby carpet gets a shoeless tryout from [L. to R.] night bellman, Larry Putman, night telephone operator, Jackie Romero and night auditor, Mike Gray.



Two top attractions at the Top Of The World restaurant of the Anchorage-Westward are waitresses Chantal Fischer and Inga Bolivar.



Lois Ford, returns from a short retirement and rejoins WIH and the Bannock Hotel as purchasing agent. With her is chef Wil Martin of the Bannock.



Finlen hotel employees summer [summer?] picnic from left: Retta Ocks and Margie Reed Gunroom waitresses; Chuck Simpson, bellhop; Lee Ann Hackett and Maryce Mathews, Gunroom waitresses.



From left, Myrta Leopold, waitress, Charmain Laak, cashier and Pat Bowless Hostess add to the delightful dining of the attractive Calgary Inn Grill.



Attending to the coffee urn is hardworking Leon McGill, head houseman for the Benjamin Franklin Hotel for the past two years.



Linens whiter than white can be testified by these two linen room attendant experts Evelyn Masimann and Terry Vanderflute of the Benson hotel.

## Hotel Profile

**THE OASIS** . . . is all that the name implies! It's location in Palm Springs is in an oasis of plush resort living in the center of a semi-arid desert area. Secondly, it is an oasis of sunshine and care-free relaxation for the winter-weary vacationer. But most importantly, the hotel itself is an oasis of rare excellence in resort living.

When September's autumn leaves begin to fall in other areas, The Oasis throws open its doors for another season, welcoming guests throughout the world. The friendly, hardworking staff, returned once again from their varied summer activities, slip smoothly into their pattern of the efficient, personalized service that The Oasis is noted for.

Today's Oasis hotel is a modern, luxurious hostelry adjacent to the original Oasis annex (operated now as the Village Inn by WIH) with 80 rooms, swimming pool, therapeutic pool and putting greens. It joined the Western International Hotels family in 1952.

The beautiful Oasis dining room is one of Palm Springs brightest gourmet dining places, drawing not only many convention banquets, but many large group lunch and dinner events. Adjoining, is the intimate and picturesque Lemon Tree Lounge. New this year, is the elegant meeting and banquet facility called "The Orange Grove" and capable of accommodating 125 persons for dining or 175 for meetings.

The Palm Springs area offers an almost endless variety of recreational delights to the visitor: shopping in world-famous stores, swimming, horseback riding, therapeutic pools, golfing and an unforgettable tramway ride to the top of towering Mt. Jacinto are just a few of the pleasures offered.

### Oasis People . . .

Here are some of The Oasis people going about their duties in preparation for another successful Palm Springs season.

## The Oasis



Tree trimmer Abel Diaz cleans the skirts of the many palms on The Oasis grounds.



Housekeepers [L. to R.] Valjean Arrasmith, Colia Simmons and Louise Olson, check, sort and count linens.



Reservations manager, Willow Martin with boxes of mailings to be sent out prior to season opening.



Village Inn manager, Art Mercier applies "no vacancy" notice on The Village Inn annex sign.



Chef Louis Capilla not only oversees all the cooking but also makes out menus for the hotel's dining rooms.



Smiling auditor Edith Cox, a new employee, check hundreds of accounts that come over her desk.



Chief engineer Fred Bjornberg puts new webbing on the chairs and lounges that are used poolside.



Kurt Hendrickson, food and bar manager, checks lighting fixture for newly decorated banquet room.