

AIR WEST 68news



MARILYN



Picture a pert, personable secretary who enjoys sewing, likes to ski, plays pool and drives a pickup truck to work and you probably won't think of anyone in particular.

Unless you know Marilyn Fiscalini, that is. Marilyn is secretary to the cargo and military sales department in the San Francisco general office and is all those things listed above. And more.

Jerry Kitchen, cargo sales director, says Marilyn's most important job may be keeping the marketing department's coffee pot full. But he also says Marilyn has developed into a girl willing to accept responsibility and one who does not hesitate to help others.

Marilyn describes her family as 'one dog, one cat and one husband.' She admits she sometimes feels like a widow because her husband, Gene, is an avid hunter.

A native of San Francisco, Marilyn, 21, attended Westmoor High School, Daly City, California, and was graduated in 1965. She worked for the Bank of

America before joining Air West in December, 1966.

She skis and answered 'none-yet' when asked if she had broken any bones. When the weather is warmer she exchanges snow skis for water skis and also enjoys swimming.

And she likes working at Air West. 'Working here is nice,' she says. 'The people are real friendly and there are a lot of different things going on. I have no real gripes at all.'

Tollie Graves, another of the men Marilyn works for, describes her as 'co-operative and efficient and one who gets the job done.'

Marilyn almost gives the appearance of being shy. She is not. She just stays quietly behind her desk getting the job done.

When asked what was the hardest thing about working for the three men in the department, she replied, brown eyes sparkling with a hint of mischief, 'Remembering what they take in their coffee.'

COATES



The kind of a guy who is always around when needed,' is how Phoenix sales/service manager John Hays describes Jerry T. Coates.

Coates, a four and a half year veteran of Air West, was recently appointed senior agent at Phoenix partly because of his willingness to be available for an extra shift or a difficult problem.

He is a 23-year old native of Prescott, Arizona, and began his Air West career at Phoenix in 1964 as a passenger service agent. He was appointed senior agent September 1, 1968.

Hays further describes Coates as the type of guy who is 'quietly around.' 'Coates is easy going and soft spoken with the other employees and also with the customers.'

Coates was graduated from Cortez High School in Phoenix in 1963 and attended Phoenix College from 1963 to 1965, mostly on a part-time basis.

With his wife, Sheila, and 2 year old son, Stacy, Coates lives at Phoenix. He holds a private pilot's license and is a

member of the Delta Flyers Flying Club at Phoenix. He hopes someday to get advanced flying certificates.

Coates says he wants to make a career out of the airlines industry, and if possible, he wants to stay in Arizona. 'I was born and raised here and I like it. I don't think I would want to move unless it was a good step up.'

About his job, Coates said he likes most of all 'meeting people' and trying to correct mistakes or explain problems to passengers. 'Air West has a great future in a great part of the United States. We just need to get all these little, minor things worked out.'

For advice, Coates says, 'If each employee would just be honest with himself and the passengers we could eliminate a lot of our problems. Instead of faking it when we don't know the answer to a question, we should tell the passenger we don't know. But then we should try to find the answer to eliminate a future problem for someone else.'

Although definite progress has not always been apparent, we in the Marketing Department have made a number of changes and have implemented a number of programs which should improve not only our image to the public, but our service to the public as well. These areas will also make your job easier.

We have throughout the Air West system some of the finest vacation and resort areas anywhere in the world. We have available for sale 92 package tours, as listed in 77 brochures. These are year-round vacation packages. In addition, we have 23 winter sports tours available and, in the special event area, 3 tours. Air West will continue to be a participant in the regional carrier Visit U.S.A. program for 1969, as were the three predecessor companies, and I will continue serving as chairman of the ALTA Visit U.S.A. Committee and handle the printing and distribution of the 1969 brochure.

Our Uniform program for agents, hostesses (both flight and ground) is nearing completion and our people should be uniformly uniformed before the end of the year.

There are areas lacking Air West identification; however, phase II of the sign program should also be completed before the end of the year. If any of you observe areas, even minor, with identification of the predecessor companies, please advise us, since this could easily have been overlooked in completing such a monumental program. We have large destination posters, very attractive in two colors, in the print shop at this time and these will be available through your district sales manager's office.

We are constantly evaluating our in-flight service, not only from a passenger convenience standpoint,



by **LARRY DECKER**

new CTO at the Tahoe Sahara at Lake Tahoe and a change of location in Los Angeles to larger, superior quarters. We have just opened a new combination CTO and sales office in Mexico at Paseo de la Reforma 155.

A very fine slide program has been completed and by now most of you should have seen it through local regional showings. Each sales manager has a copy of this slide program for use in your respective areas.

We have just received the first print of a high caliber, beautiful film covering the Oregon coast entitled "Coastline". It has the earmarks of an award-winning film and will be available for showing within the next few weeks.

Most of you are aware, through past experience, of the airline sponsored Christmas parties each year in Las Vegas, and I would like to remind you that this year's party sponsored by Air West will be held at the Sahara Hotel on December 14. I am hopeful as many of you as possible will be able to attend.

The last four months have been hectic to say the least and although many of us have had preconceived ideas and perhaps some well founded prejudices, I would like to let each of you know how deeply I appreciate the manner in which you have expanded your thinking to include the broad areas now represented by Air West. Your cooperation and understanding during the past few months is now being translated into a far better operation, a more professional and uniform image, and certainly the sound basis for what we all want - the best airline, not only in the West, but in the industry.

but also from the competitive aspects. As many of you are aware, we have increased personnel in almost all areas and our communications have been increased by adding as many telephone lines as were physically capable.

Our tariff and fare structures are being constantly evaluated for all levels - such as, minimum, excursion, coach, etc. - and several joint fares with other carriers are in the process of being implemented.

Our exposure through city ticket offices has increased with the addition of a new CTO in Las Vegas at the Flamingo Hotel, in addition to our existing CTO at the Sahara Hotel. A

PROMOTIONS

Juan A. Sparhawk, SFO, to crew scheduler from passenger service agent; Clayton R. Lester, PHX to inspector from mechanic; Tom W. Fisher, PHX, to inspector from mechanic; Sandra Scott, PHX, to instructor from hostess; Richard L. Stevens, PSP, to

chief passenger service agent from passenger service agent; Terry Grace, NYC, to regional manager interline sales from sales representative; Gerald K. Gifford, SFO, to manager supply from senior analyst; and Mary Nole, LAX, to senior res. agent.

Carroll Jennings

Funeral services have been held in Seattle for Carroll Jennings, aircraft mechanic, who was killed in an automobile accident November 7, while enroute home from work in Phoenix.

Jennings, an Air West employee since 1963, had transferred from Seattle to Phoenix in July. His wife, Elsie, and five children survive.

MEXICAN JEEP RIDE

By John Hays
Sales/Service Manager, Phoenix

This fall I won a trip to Mexico for a suggestion I made at the Palm Springs sales/service managers' seminar. I went home and asked my wife:

'Mott, what kind of excuse do we have for not going on a complimentary four-day trip to Puerto Vallarta? We still have two weeks unused vacation, our son is over 21, and Granny will sit the pets.'

As I waited for the dazed expression to clear from my wife's face, I thought of Tollie Graves' remark: 'Every time I come to visit, you are talking about going fishing, but you haven't been yet.' This time we went.

The weather in Puerto Vallarta was perfect: temperature 99, humidity 99. We arrived at the Playa De Oro in time to swim before dinner, and had our choice of a dip in the ocean or fresh water pool. The courtyard was filled with tropical plants in bloom, coconut, papaya and banana trees. The humming birds were plentiful, and I had a great time trying to photograph them. Birdwatchers could spend several productive days right at the hotel.

The following day we took a jeep tour with Hugh Stratford, Air West photographer, and his wife, Marnie. The guide miscounted and we were joined by a mother and daughter from Mexico City. Did you ever try seven in a jeep? Only the guide could understand English and Spanish at the same time. It's a great icebreaker.

We drove south along the coast road and fell in love with a tropical paradise. Small isolated beaches of beautiful cream sand and crystal clear blue water. You could hear yells of pleasure from the snorkeling swimmers all the way to Mismaloya. I yelled too -- but only because I fell in while trying to jump a tidal stream.

We spent one day shopping, but managed to cover only half the shops. We traveled by foot, but felt the serious shopper ought to rent a jeep. While shopping, we visited churches, watched cobblestone streets being laid in intricate

patterns, and the ladies doing the daily washing in the stream which tumbles through the middle of the village.

An outstanding feature was the cruise we took down the coast with Raul Fernandez, Air West general manager for Mexico; Salvador Ramos, my counterpart at Puerto Vallarta; Senora Fernandez and Sal's sister-in-law, Denora; and Luis Corral, senior agent.

It was a day to remember. As we cruised close to those beautiful tropical beaches, fishing lines were overboard but the conversation never slowed as dolphin and sailfish were hauled aboard. We stopped at Yelapa for lunch, and hiked up a canyon to spectacular waterfalls where everyone enjoyed a swim in the pool under the spill.

The next morning I left for home with souvenirs and pleasant memories, and a few tips to employees on how they can reduce the cost and increase the pleasure of their first trip to Puerto Vallarta:

- Food. We found a la carte the best route. If you eat the way you do at home, your food cost will be no more that when at home. Catch up on your seafoods. They serve very little beef, but they have more wonderful fish menus than you ever dreamed existed.

- Lodging. Travel off-season, in late spring, summer and early fall. Then you can count on employe discounts which bring down room costs to \$6 to \$10 per couple.

- Group travel. Two couples traveling together can afford things one can't. Like sharing a jeep at \$12 a day. A fishing charter is \$50 a day off-season, maybe \$35. Split that between two and it's the cheapest 'sail' or marlin you will ever see.

- Clothes. Permanent press cottons all the way. The lighter the better. Don't forget this is jungle country. Shoes must take rocks and water -- we used Keds and roughouts. The hotels have good quick laundry service. Don't forget your swimsuits.



John Hays' exultant wife Mott (L) wades in transp

Stalking a hummingbird



Photographed by Hugh Stratford



ent tidal pool at Mismoloya



John fell in but saved his camera

MERGER

Merger of the Pacific, West Coast and Bonanza credit unions under a federal charter has been agreed to by their directors and preparation has begun on a formal merger agreement.

This will be submitted to the memberships in December with a proposed effective date in January.

The merger committee comprising John Malloy, San Francisco, George Pomeroy, Seattle, and Bernie Novia, Phoenix, also reports that the main office will be established at San Francisco with a branch at Phoenix.

The formal merger agreement first must be approved by the Bureau of Federal Credit Unions, a branch of the U.S. Department of Health, Education and Welfare.

The Air West Credit Union, as it will be called, will operate under new federal regulations providing for more liberal credit privileges and earning rates.

The combined membership today is about 3,000 and assets exceed \$2.5 million.

Assisting in the merger deliberations was Richard Rogers, vice president, industrial relations.

LAS VEGAS FIESTA

The 'largest airline party in the world,' which is expected to draw 10,000 people, will be held December 1-15 at the Sahara Hotel in Las Vegas with Air West playing a large part in the festivities.

This year's airline Christmas Party will be held in the Sahara's expanded convention facilities and for the first time the traditional wall-to-wall jam of people will be eliminated. The convention hall has room to hold more than 7,000 people at one time.

George Moulton, director of interline, agency and tours for Air West, said Air West would sponsor a cocktail party December 14, the last Saturday night.

Other features of the party include a special \$8 single or double room rate at the Sahara, dinner or cocktails at Don the Beachcomber's, souvenirs, and an airlines golf tournament sponsored by United Air Lines.

San Jose Municipal Airport



New nonstop jet service has accelerated Air West traffic at San Jose. It was up 35 per cent in October.

Senior agent Roy Carter (r) and customer service agent Russ Greshong, of San Jose operations staff



Customer service agent

Castello loads freight



REPORT FROM SAN JOSE

Photographs and text by Ken Jensen



Agents Steve Akers (L) and Lloyd Costello

Agents loading cargo in cargo hold of Boeing 727



San Jose and Air West have been friends for 20 years, although they have not always been lovers.

Starting as Southwest Airways in March, 1947, to the present, Air West has been the target of criticism, warranted and unwarranted, and also praise, thankfully most of it warranted, from the San Jose community.

From 1947 to 1965, Air West was the only airline serving San Jose, first from Moffett Field and later from the San Jose Municipal Airport.

"We brought our first flight in here when it was just a cow pasture," Ward Gross, San Jose sales/service manager, said. "Now we have a \$2 million airport and plans for expanded facilities which will be second to none."

Gross, who began his airline career as an agent in Los Angeles in 1951, said the first service to San Jose included two roundtrips daily to Los Angeles using DC-3 equipment.

The service was increased several years later to include Martin 202 and 404 equipment and eventually F-27, DC-9 and 727 trijets.

Gross arrived at San Jose in 1958, the same year Southwest became Pacific, and he has been there since. He apparently enjoys it.

"We like working here because of the variety of things we do. We get a lot of people going to Las Vegas to gamble and they are always in a good mood. But we also get them coming back.

"And we never know what to expect in cargo. Just last week we hosted a mother and baby anteater and in the past we have handled ocelots and just about any other kind of animal. We have a pet shop in San Jose which likes these exotic beasts."

"I am extra proud of my boys and their ability to get flights out on time. We have one heck of a good record."

The 17 people who work under Gross give the appearance of having a group spirit which motivates good, hard work and brings good results. Dick Harrison, assistant manager, is a retired Air Force major who is very active in scouting and coaches Little League baseball during the summer. His Air Force career could have been changed many years ago when he had the choice between the service or pitching for a major league baseball club. He chose the service.

Ray Helton lost an arm several years ago in an accident, but has not been slowed down. He recently poured a concrete patio for his home and has contributed his spare time to telling young people about the airlines industry.

Terry Needham is another agent who has served as an Air West representative telling high school students about airline careers.

Pete Gregerson is a full-time student at San Jose Junior College, a member of the student senate who gives from two to ten hours a week of his spare time to help underprivileged students with their studies. And Gross says Gregerson is "first rate" on the job, too.

Roy Carter is a former purser and the most senior agent at San Jose and likes it. He said, "I wouldn't leave on a bet."

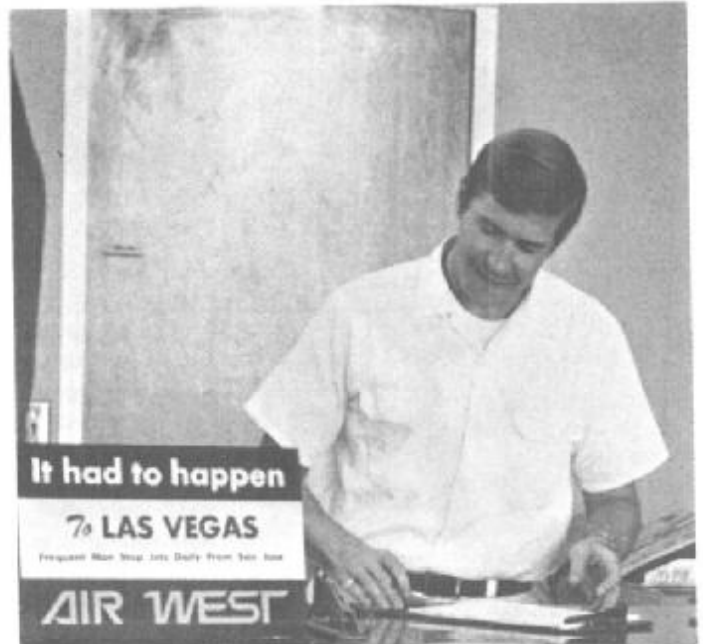
The efforts of these men have paid off. Air West now schedules thirteen flights daily at San Jose and offers the only non stop service from San Jose to Las Vegas and Reno.

San Jose civic officials are so optimistic about the future of the aviation industry in their city that they are already planning for a major airport facility to handle the super-fast, super-large jets of the future.

Mayor Ronald James says, "The very future of San Jose is linked to the



Ward Gross, manager



Right, agent Chuck Dittrich

San Jose is the leading air express shipper over Air West.



development of air transportation. Air transportation is really a sparkplug to industry, and we are anxious to get started.'

He is supported by airport manager James Nissen, who says, 'The only limit to general aviation in the Santa Clara Valley is airport facilities. The market is here.'

But Nissen recognizes his city's transportation deficiencies. 'We are deficient in facilities now and always will be.'

Nissen and James proudly point to airport expansion plans which will more

than double present facilities by 1971.

San Jose, by 1971, will have advanced from a leaky metal-roofed terminal building served only by Air West to a multi-million dollar terminal equal in design and facility to any, in the short space of six years.

San Jose officials say they have no intention of building a facility to compete with airline business at the San Francisco or Oakland airports, but rather just want to be able to handle the projected business in the San Jose area.

Ray Costello, assistant vice presi-

dent for industrial affairs for Air West, said Air West has not always enjoyed good publicity in San Jose in the past, partly because of public misunderstanding and partly because the predecessor airlines were unable at all times to provide good service.

But he predicts a bright future for Air West in Santa Clara County. 'We have a new name, a new image and a much bigger market and this should help us advance with the country.'

And the indications are that Gross' and Costello's predictions will come true.



Chuck Banfe, district sales representative at San Jose, is a natural.

At 24, he is one of the youngest district salesmen with Air West. He is a former Air Force air traffic controller, a private pilot, a tennis player and a former Air Force handball champion. And his father is president of an airline.

Born in Flushing, New York, Banfe currently covers the area between Paso Robles and Palo Alto and like many Air West salesmen, is unmarried.

His father, Chuck Banfe Sr., is president of Golden Pacific Airlines.

He has attended the University of Puget Sound, Tacoma; Foothill Jr. College, Los Altos, California, and Santa Rosa Jr. College, Santa Rosa, California.

Banfe says he would like to get his commercial pilot's license and if the 'right girl' comes along, he would like to get married.

Naturally.

INTERLINE PRIZES

Sheree Gallagher, San Francisco reservations agent, has won an Ampex stereo tape recorder as first prize in the joint Continental-Air West interline contest.

Sheree received her prize from Jerry Larkey, Continental interline manager, George Moulton, director of agency, interline and tours for Air West, and Jerry Arnold, Air West interline sales manager.

Sheree planned to surprise her husband with the tape recorder as a birthday present, but a letter congratulating her on the prize was sent to her home and her husband opened it first. End of surprise.

Other contest winners included:

Barbara McClurg, Phoenix 'res' agent, two nights at the Broadmoor Hotel in Colorado Springs, \$100 cash and positive space on Air West or Continental.

Erwin Kernin, Phoenix 'res' agent,

two nights at the Hollywood Roosevelt, \$50 and positive space on Air West or Continental.

Pat Bonner, Los Angeles customer service representative, positive space on Air West or Continental and \$20.

Harry H. Spear, Captain, San Francisco, received a one-day Air West Grand Canyon tour package and positive space transportation.

Sixth through ninth place winners received \$20 and familiarization passes for two to any Continental Airlines destination. Those winners included: Robert Tarr, Phoenix mechanic; John Puskarich, director of ground communications; Robert Jackson and John Kastien, both Seattle first officers.

Henry Smith, Seattle captain, received one case of Golden Champagne for tenth prize.

Overwhelmed Sheree Gallagher accepts prize from Braniff's



Jerry Larkey. At right is one of the losers, George Moulton

WHEN KOZMA TEES UP, DUCK

John Kozma, taking to the links for the first time, won the first semi-annual Air West golf tournament at Phoenix with the help of an outrageous handicap and the toss of a coin.

Kozma, district sales manager,

Phoenix, won with a low net score of 38 based on a handicap of 97. Bob Hayes, Southwest area cargo manager, tied him, but a toss of a coin gave Kozma the first place trophy and a \$15 gift certificate. Hayes picked up a \$10 certificate,

Low Gross was Bill Sykes, a guest, with 78. Tom Meushaw director of production control, was second.

Fifty Air Westers competed. Tournament director was Bob Garrison, manager of maintenance specifications.

AS SEASONS CHANGE, SO DO FASHIONS

As seasons change, so do fashions, and with the passage of autumn into winter, Air West customer service personnel will be taking on a completely new look in wearing apparel.

It is a bright, exciting look employing bold color combinations and stylish lines. You'll like it.

Male agents began wearing their outfits November 1 at the larger stations — the first employee group to appear in an original Air West uniform. According to Eric Wilson, director of stations, other customer service personnel will receive their ensembles as the supplier, Tarp Tailors, Los Angeles, meets the orders.



Bob Jones (r) works SFO counter in new agent uniform with Don Rogers in old style

JETS

Air West's jet fleet will grow a little this month.

One of its wandering 'birds,' a Boeing 727, has flown home from the Caribbean, and has gone into major overhaul at United Air Lines' San Francisco maintenance base.

During the last 10 days of November, two more 97-passenger Series 30 DC-9s will be delivered to Air West at Long Beach, Calif., by the Douglas Air-

craft Division of McDonnell-Douglas Corp. Nine others remain on order and five are already in service of the original 16-plane order of the 'super' 9.

The trijet had operated under lease to British West Indies Airlines since the fall of 1967. After its 6,000-hour overhaul and new color job, it will operate on-line until February 7 when all three Air West trijets will be withdrawn from schedule and placed on charter duty.

The outfit consists of a blazer and turtle-neck sweater for all public contact personnel and a blazer and ramp shirt for personnel engaged in other areas.

The turtle-neck sweater is white and the trousers charcoal. The blazer, a double-breasted coat with gold antique buttons, comes in three colors: orange, blue and gold.

The blazer is sharp and clean appearing and were it not for the 'Air West' sewn into the breast pocket, would be suitable for wear on almost any occasion.

Senior agent Bob Jones, who modeled the outfit for our camera at San Francisco, liked the ensemble and worried about his safety when the clothes were worn in the presence of girls. San Francisco sales/service manager, Paul Shoaff, agreed that Jones might be in danger wearing the outfit in public for the first time.

And Jones' outfit did turn a few female heads as we walked to the picture taking area.

The turtle-neck sweater is also clean cut and neat. It struck me as being simple and yet stylish without the gaudiness of some similar sweaters.

The agent will have his choice of blazer color so long as the allotment of a single color in a station has not been exhausted.

The ensemble also includes a short, Eisenhower-type ramp jacket with a hidden zipper in the front and a button at the top for a dressy look. A zip out lining is optional.

— Jensen

CHRISTMAS PARTY

The first post-merger Air West employee Christmas party has been set for December 21 at the Thunderbolt Hotel at San Francisco airport.

Joy Hyde, Air West Employee Club treasurer, says there will be a 13-piece band, steak dinner, dancing, cocktails and prizes at a cost of \$5 per person.

She also announced a Thanksgiving raffle to raise money for the Christmas party. Prizes will be turkeys and champagne. The drawing will be November 22.

Key organizational changes, including the creation of a special projects crew, have been put into effect at Phoenix by the maintenance and engineering department under Jack Vidal, vice president.

Jack O'Dell has been appointed director of a newly consolidated technical services and quality control unit which incorporates inspection, service engineering and maintenance specifications. Stan Anderson remains director of quality control reporting to O'Dell. Lew Knerr, assistant vice president, engineering and technical services, is in overall charge.

Production control directed by Tom W. Meushaw and supply headed by Gary Hess have been shifted to aircraft maintenance under Robert K. Jorgensen, assistant vice president.

Jorgensen also will be in charge of a new special projects unit which has been created under the supervision of Joe Sabol, director of base maintenance.

In October this crew of 35 technicians received training in aircraft modification and standardization which will be done separately from routine line maintenance.

It will establish equipment uniformity through these initial installations:

Electric auxiliary cockpit heaters in former West Coast and Pacific F-27s; cabin heaters in five former Pacific jet-props; secondary cockpit doors forward of the cargo hold in all F-27s; electric selenoid locks on F-27 cockpit doors



WILLARD MOSS

Willard Moss, Lancaster sales/service manager, remains in satisfactory condition following a traffic accident last month.

Moss received near-fatal injuries when his pickup-camper was struck almost broadside by a car which apparently had run a stop sign. Moss' vehicle was knocked out of control and rolled over four times. Moss, who had been on his way to work at the time, was thrown out.

His pelvis was broken in several places, but his internal injuries were only slight.

Bob Paillon is acting manager.

MAINTENANCE-PHOENIX

similar to those already installed on DC-9s; permanent lead ballasting.

The 21 mechanics, 9 electricians, and 4 crew chiefs and foreman also will resume the painting of aircraft with Air West colors, eliminate variations in cockpit instrumentation on the F-27s, and install secondary compass systems where lacking.

Promotions and transfers:

Robert McNeeley, formerly supervisor of aircraft service planning, appointed to the new position of supervisor, maintenance records, under Meushaw.

John Flitton, formerly service planner, to replace McNeeley.

Henry Schmitt, inspector, Seattle, to supervisor of quality control, Phoenix.

Gene Fisher, supervisor, engine shop, Phoenix, to assistant district manager of maintenance, Seattle, under Paul Peyron.

With the October 27 schedule change, the Redding overnight maintenance function has been transferred to Arcata/Eureka, and that at Santa Ana discontinued. The Fresno maintenance base was closed in November, reducing the number of stations having maintenance personnel to 16.



Tom Meushaw has been elected steering committee vice-chairman by the Air Transport Association subcommittee on production planning and control.

The director of production control presented a major paper at the group's meeting in October at Chicago on the evolution of Air West's maintenance control program. His engrossing step-by-step report was 33 pages long, not including the title page which bore the inscription:

'The Resurrection - Air West - Born July 1, 1968'

ARRIVALS

Eight men have graduated from Air West's training center at Phoenix and assumed duties as customer service agents.

With their home town and duty station, respectively, they are:

Larry Smith, Salt Lake City, Lester Brown, Loa, Utah, and Garth Crofts, Richfield, Utah, all assigned to Salt Lake City; Dale Lynn Hofman, of American Falls, Idaho, to Twin Falls; David A. Strom, of Seattle, to Phoenix; Donald E. Alexander, of Redding, to Redding; Thomas M. Reed, of Arcata, Calif., to Arcata-Eureka; and Dan Kenneth Combs, of Goleta, Calif., to Los Angeles.

BEYOND THE CALL

Going out of one's way to help another human is becoming a rare commodity, but several Air West personnel recently received high praise for taking an extra step in helping someone in need.

In one case a life was saved and in another a lost pilot was guided to safety.

Mountain View Hospital in Madras, Oregon, was running critically short of the drug Ritalin, used as a barbiturate antagonist. A woman patient was near death and the drug was being used to help her stay alive.

CIBA Pharmaceutical Co., Millbrae, California, called Air West stations director Eric Wilson to ask for immediate help. Wilson contacted San Francisco station manager Paul Shoaff who arranged for an emergency cockpit shipment of the drug via Western Airlines to Portland.

The drug was transferred at Portland to Air West flight 33, piloted by Ray Smith and Dennis Brannan, and flown to Redmond. There the shipment was handed to an Oregon Highway Patrol officer who drove it the remaining 60

miles to Madras. The woman subsequently recovered.

CIBA branch manager Joseph H. Yater, Jr. wrote the following to G. Robert Henry, Air West president:

'Thanks to Messrs. Wilson and Shoaff, Smith and Brannan, who contributed so graciously of their efforts and time, this patient is alive.

'...my deep appreciation for a business that goes far beyond the economics of modern industry into the all but forgotten realm of human compassion.'

Earlier this fall, Air West Captain Harry Warren diverted flight 572 from Boise to Pocatello to visually guide a private pilot to the safety of an airport.

The pilot did not possess an instrument rating and had become lost when the windshield of his Beachcraft Bonanza iced over.

The Federal Aviation Administration traffic control center at Salt Lake City informed Captain Warren about the situation and, in return, Warren volun-

teered to help in any way possible.

Flight 572 made visual contact with the Bonanza and Warren told the small plane's pilot that he would guide him to the Pocatello Airport. The pilot was then able to make a safe landing.

Harold S. Greenleaf, acting chief of the Salt Lake City FAA control center, wrote:

'Upon landing, it was found that the plane had but 12 gallons of fuel remaining, which illustrates the urgency associated with the incident. Trip 572 was delayed approximately 27 minutes in its arrival at Pocatello. In dollars and cents, Air West will in all probability not realize repayment for this loss. On the other hand and for what it is worth, the air traffic controllers of this facility wish to extend this token of praise and admiration to Captain Warren and his crew. We feel that the fact the pilot landed safely at Pocatello was due to the timely decision to assist as was made by Captain Warren.'

MANAGERS

Plans for expansion of the Air West Manager's Club have been announced by club president Nick Nick.

Nick said the proposed expansion would include all middle management personnel in pay grade ten or above with the title of manager or assistant director.



Nick Nick

Until now, he said, the club has been open only to sales/service managers, reservations managers and JAMTO managers. The change would swell the club's membership to 168 from the present 78.

Nick made the announcement at the club's fifth meeting, held at the Rodeway Inn at Salt Lake City.

Nick said the idea is to include all mid-management personnel so that an exchange of ideas could be made in an informal manner at the club's functions.

Plans for the club's annual meeting were announced by Jim Zamensky, vice president and secretary. It will be held in early December at two guest ranches near Wickenburg, Arizona.

AIR WEST '68 News

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November 15, 1968

Edited by Don Gooding. Ken Jensen, staff writer and photographer. Cover: John Hays and wife at Mismaloya; Marilyn Fiscalini; Bob Jones in new agent uniform; Jo Carey in new hostess dress.

COMPLIMENT

One of the nicest compliments about the personnel of Air West was received last month from Surrey, England.

R. A. Easthill, of Horley, wrote to Nick Bez, chairman of the board:

'I have just returned from a holiday of a lifetime in your country, and during this holiday I took advantage of the Visit U.S.A. air ticket.

'Through you, I would like to thank Air West for participating in this scheme and allowing full use of both jet and prop aircraft, for it enabled me to see a large part of the U.S.A. in a short time; it also enabled me to pay for my air fare in England and thus conserve our tiny travel allowance.

'But more important, I also would like to thank the staff, both air and ground, of Air West. At all Air West airports I found only courtesy and helpfulness, which made travel in a foreign country both easy and enjoyable.'