

AIR WEST 69news



Sparky



There are very few employees who have been with Air West and its component parts as long as Norval Sparks. In fact, there may not be any at all.

Sparky, now a line maintenance inspector at San Francisco, began with Southwest Airways when it was just a flight training school at Falcon Field near Mesa, Arizona. That was in June, 1941, when he was only 27. Since that time, Sparky has seen them all, the DC-3s, Martins, Fairchilds and now the DC-9s and 727s.

'I got my A and P license through a home study course while I still worked on a farm,' Sparky said. 'Farming was all right but I really liked working around planes.' He also became a licensed pilot.

Sparky moved to San Francisco in 1947 when Southwest moved. He has been there since. 'I had a chance to go back to Phoenix during the merger last year but I decided to stay here. It's just too hot down there.'

Jim McManmon, regional manager of maintenance at San Francisco, says of Sparky, 'He is absolutely dependable. He is here every day and always on time. He completes any job you put him on with a

minimum of delay. He's always working, even when there are no planes on the ground.

Sparky, whose name is the best description of the man, was born on a farm at Beatrice, Nebraska, in 1908. While his early days were spent on a farm, his airline work has made him a city boy. 'We raised corn and wheat and sugar beets and cows on our farm but that was nothing like working on these planes.'

Says McManmon, 'Sparky has a distinct influence on the other members of the crew. And it's a good influence. At 60, he is able to get around and show great amounts of enthusiasm about his work. Many of the younger fellows have a hard time keeping up with him.'

Sparky, complete with a baseball cap with a turned up brim, moves around the ramp with great agility. Because he is small in stature and because he never stops in one place for very long, he is hard to keep track of. The only real way of finding him is to take account of the completed jobs. Sooner or later you're bound to catch up.



Kathy

England's loss is Air West's gain. And in this case, the gain is a big one.

Kathy Howe, a tall, sparkling-eyed brunette, is supervisor of manuals, and as such must deal with every department in the company.

Now 35, married and the mother of a 10-year old daughter, Kathy came to this country in 1956. She first worked in New York City and had about decided America wasn't all it was cracked up to be, when a friend persuaded her to visit the West Coast before returning to England.

Kathy agreed on a six-month trial stay in San Francisco. Two months later, both Kathy and her friend were married and settled down in the Bay Area. Husband Bob is an inspector for Pacific Gas and Electric.

Pacific Air Lines lured Kathy away from her job with the CIBA Pharmaceutical Co. in 1961 and made her a 'girl Friday.'

The girl Friday job didn't last long.

Her supervisors discovered a talent for getting things done with unusual excellence. Kathy soon was made a senior clerk and then a buyer. At the merger, she was named to her present position.

Andy Mathay, director of publications and office services, is Kathy's boss. He says of her, 'Kathy came to me highly recommended after having done a man's job with Pacific. She has the womanly trait of being very efficient. When something needs to be done, she makes sure it gets done.'

If Kathy has any faults, it is that she is a compulsive gambler. 'I am an avid blackjack player and I usually seem to do well when I play. I used to play the slot machines a lot but you seem to have a better chance with blackjack.'

And she is a reader. 'I really enjoy a good who-done-it. But it's such a great temptation not to read the last page to find out how the book ends.' Her favorite author is Agatha Christie.

INSTANT RESERVATIONS

The paper and pencil method of taking reservations is on the way out.

By mid-February, installation of Air West's computer reservations system will be complete and 385 reservations agents will have completed training on use of the equipment.

The system uses a Bunker-Ramo 335

computer on a time-sharing basis with Braniff International at Dallas. All four Air West reservations centers will be connected to the computer by means of high quality telephone lines. Seat inventory control, now located at all four centers, will be centralized at San Francisco.

Larry Decker, vice president of marketing, calls the system 'instant information.' He said the service will provide a prospective passenger complete flight data on any Air West flight or any flight on 21 other airlines 'within seconds.'

Nick Lauer, director of reservations, describes the operation of the system this way:

'An agent will take a call and transmit passenger and flight information to the computer by pushing several buttons on his agent set. The computer will answer the agent's query immediately and if requested to do so, will confirm the reservation at the same time. This all happens within seconds.'

Dick Neal, general sales manager, says the system will reduce the potential for errors. 'It will mean fewer busy signals for customers because agents will be spending less time with a caller and therefore should be able to take more calls.'

Through the use of a special 'seat control' console, much resembling a portable television set with a typewriter attached, a load control agent can review a flight's past performance, make evaluations on future space needs, and block out seats on future flights—again, simply by pushing a few buttons. The information is recorded by the computer and is employed when confirmation of reservations is sought later.

Neal said the computer will streamline the handling of reservations and keep Air West abreast of the industry and the jet age way of doing things.

Vern Chase, assistant general sales manager, concurs. 'It has been proven without a shadow of a doubt that computer reservations provide a much higher level of accuracy.'

About 25,000 calls are handled at the San Francisco, Phoenix, Los Angeles and Seattle 'res' centers on an average day. During the second half of 1968, Air West boarded an average of 8,300 passengers daily and 254,700 monthly. At least nine out of ten were booked through one of the reservations centers.

Computer reservation system soon will outmode manual wall-size flight status boards



KUNIKO: A STUDY IN EQUALITY

by Ken Jensen

Kuniko Shoji is not one for following traditions and customs, especially those which hinder her advancement in society.

Japanese custom calls for ladies to remain in the rear of society with only minor jobs being dealt out to women.

Kuniko Shoji, pronounced Ku-nee-ko Show-gee, who prefers to be called Kuni, is not typical of Japanese girls. She is an Air West sales representative in Tokyo and one of the few girls in her country to hold such a position.

But holding unusual positions is not new to her. Eight years ago she was the first woman room clerk for the world famous Imperial Hotel in Tokyo.

It is not hard to see how Kuni has made herself a niche in the Japanese business world. She has just the right mixture of salesman, secretary and manager to make her successful. But when you add a dash of naivete, a pinch of female coyness and heaping amounts of honesty and modesty, the result is amazing. And that is what Kuni is: amazing.

During our conversation, Kuni continually mentioned others within Air West as having made her job easier, seldom taking credit for anything.

Perhaps her background is a key to her independent ways. She comes from a family of six, unusually large for a Japanese family during the war years. Her father owned a small chemical factory and was able to provide comfortably for his three boys and three girls. 'We never had a hard time of it and I think we were a happy family' she said.

'I was born and raised in Tokyo and I still live with my oldest brother's family and with my father.'

Kuni's mother died several years ago and her father is retired.

'All Japanese parents want their children to be well educated but they cannot always afford to send all of them to school. That is why families are small.'

'My parents never worried about me when I was in school. Their concern was for my brothers. A Japanese boy

must have a better education than a girl so he can provide for his family.'

Of her age, Kuni, almond eyes twinkling as though she were stealing cookies from a jar in the kitchen, would say only, 'I am over 25...but maybe under.'

Kuni's spare time is spent reading, watching television and listening to all kinds of music. 'I especially like to listen to the Johnny Carson show on the radio every night. When I come to the United States, I always watch him on television.'

We had lunch, Kuni and I, during the interview and despite suggestions by me and others that she try something special (teriyaki, for example), her first choice was a hamburger and French fries. Her other favorites are pizza, lox and bagels. Kuni says her friends think her strange because she is a frequent visitor to Tokyo's only kosher restaurant.

Kuni likes to eat but it has not changed her petite frame. Her complexion is light for an Oriental and her manner is quiet, genteel and pleasingly feminine. Her step is quick and her smile comes easily. Shaking hands with her is especially nice because she lets the shake die without releasing her gentle grip and before you know it you are standing there holding hands with her and feeling very much like she was a good friend not seen in a long time. She is a good friend to all that know her.

Her job is actually two-part. She began as a sales representative for Aloha Airlines in Tokyo under sales manager Ken Morita in 1963. Several months later she included Bonanza Air Lines as part of her work. Kuni and Ken continue to represent both airlines.

George Moulton, director of interline and agencies, says, 'Kuni and Ken have been very successful in Japan. Last year they were responsible for more than 10,000 persons traveling on Air West.'

'Our job is much the same as a travel agent,' Kuni says, 'except that we don't sell tickets. Most of the people we

serve originate their trip in Japan and buy their tickets from the line on which they travel.

'Mostly, Japanese people want to see Grand Canyon and Las Vegas. We have to be able to tell them all about these places and what to expect when they arrive.

'Most Air West people seem to want to help Japanese people and that is why I think we get more of their business than Western Airlines.

'Japanese people visiting the United States should be treated as VIPs because most of them are wealthy and important in business at home. They would have to be or they wouldn't be able to travel so far away.'

Of her unusual position in Japanese society, Kuni says, 'In business, men treat me like any businessman. They respect my abilities and trust my judgement because they feel I know what I am saying is true. Socially, they treat me like any other young Japanese lady.'

Kuni is not completely content with her life and may want to alter it in the future. 'I would like to know English better so I can get a job in the U.S. I would like to be treated as an equal but I have to stay back all the time in Japan. There just isn't much of a chance for advancement by Japanese women. The men feel jealous and don't want a woman to be boss.'

With all her enthusiasm and energy, Kuni is reserved and not in any way forward or brash.

'Don't think about me as being ambitious. I may be more so than other Japanese girls but I want a solid life, one where I don't have to depend on others. I would like to be able to help others, especially my family because they are getting old.'

She closed our conversation by saying simply and honestly, 'When you help someone else, it always comes back to you.'

Kuniko Shoji is truly an amazing girl.

Kuni with Jack Greenbaum, manager of agencies and tours, and Dick Neal, general sales manager



Roy Roy, manager, office services and distribution



Kuni explains Japanese zip code to Senor Roy

With Renee Tatham, customer service representative



Greenbaum and Kuni inspect new Air West hostess outfit

WEIGHTS AND BALANCE

by Kip Wharton

Weight and balance are as important to an airline as diet is to a debutante. Air West, like many a 'deb,' has had weight problems of a sort since its operational debut last year.

These are being worked on diligently, and there is reason to believe that they will be substantially mastered in 1969. Never eliminated, perhaps, but at least minimized.

I know this will please our station personnel, and it ought to benefit on-time flight performance as well.

Prior to July 1, 1968, when Air West began merged flight operations, the aircraft weight and balance systems of its three partner airlines were studied. It was found that the combination of various types of aircraft into one fleet precluded use of any single existing system. Also, a survey of airports produced information which changed the takeoff restrictions at some of them. As a result, an entirely new system of computing allowable take-off weights was developed.

Frankly, no other operational facet of the merger has seemed to yield as much discussion among station agents as the new weight and balance formula and the

form based on it — and most of the comment has been unfavorable.

The first load form used in July was much too difficult to complete accurately in the short time available at departure.

This was revised and divided into two forms, one for jets, the other for jetprops. Although a giant step towards an ideal document, it fell short.

The load plan agent — often the same fellow who had just finished loading cargo or ticketing passengers — found himself trying to cope with revisions caused by the last-minute boarding of passengers. Even with a five-minute cut-off at the gate, late arriving passengers were causing him to revise several figures on the form or even to redo the whole thing. And while he was recalculating the data, the flight was falling behind schedule.

At this point last fall, management asked for assistance from the field.

At work was a committee consisting of George Locke, chairman; Shelby G. Tuttle, Ralph Keele, Eric Wilson, Duke Briscoe, John Malloy, Walt Vane, Don Welch and myself. Four agents who had been working out weight and balance computa-

tions as part of their station duties volunteered to join the group. They were Tim Pomerinke and Gene Hanson, San Francisco; Mike Olsen, Los Angeles, and Dave Greggs, Phoenix.

Several basic decisions have been made. The index numbering system is being changed by eliminating 'minus' numbers. To avoid redoing of the form because of late boardings, passenger index values will be arranged in groups. While this will create penalties in cargo loading and ballasting management, the benefits are felt to greatly outweigh the disadvantages.

One proposal, that of pre-planned flight releases, remains under study.

In my opinion, considerable progress has been made towards smoothing one of the operational rough spots created in the merger. Weight and balance control methods, with their basic objective of maximizing revenue load, ultimately must lend themselves to computer applications. What we are closer to achieving is a blending of these more sophisticated objectives with practical means of executing the necessary takeoff release procedures at departure time.

AIR WEST CLUB

Efforts are being made to establish permanent employes clubs at Las Vegas and Los Angeles.

Joy Hyde, secretary of the Air West Employes Association, said John Russell of Las Vegas and Gary Bolton of Los Angeles were seeking support in their areas for the foundation of employes clubs at those two locations. Clubs presently are recognized at Seattle, San Francisco and Phoenix.

Terry O'Donnell, president of the association, said activities of each of the area clubs would be coordinated so that no two areas would schedule activities on the same night. He emphasized that any Air West employe could attend any activity sponsored by the other area clubs.

are: Bill Company, San Francisco; Tom Bailey, Fresno; Bill Gerrard, Seattle; Al Hawkins and Lloyd Bleak, Phoenix; John Russell, Las Vegas; Gary Bolton, Los Angeles; and Terry O'Donnell and Joy Hyde, both San Francisco.

A systemwide golf tournament, sponsored by the San Francisco area club, was announced. The tournament is tentatively scheduled for the first of March, probably at Las Vegas.

Bargain Outings

The Slide Mountain ski area near Reno is offering free all day ski lift passes to sales, flight crew and public contact employes.

Other employes will be given a \$1.50 discount on the regular \$6 day ski

Irene Conway

Irene Conway, senior statistical clerk in accounting, has turned in her adding machine after 20 years of counting passenger boardings.

Mrs. Conway took a temporary job with Air West in 1949 that was supposed to last six weeks. Finance department employes at San Mateo finally bid her goodbye in mid-January, 1969, when she reached retirement age of 62.

Irene had moved to San Mateo last May from Seattle. She has returned there at the insistence of her husband.

Among those bidding her farewell, and more reluctantly than most, was Joe Aspitate, director of general revenue accounting, who had been her supervisor since August 1952. 'She was a good friend

Spending hundreds of thousands of dollars is not necessarily an easy task, even in the airline business.

Director of stations Eric Wilson and assistant director Duke Briscoe met recently with the four regional station managers at San Francisco to see what new equipment and manpower were needed to implement the expanded February schedule.

Photographer Ken Jensen caught some of their facial expressions and physical gyrations as each manager pleaded his case. Those pictures are presented here.

Regional managers Bernie Novia, Phoenix; M. K. Williams, Seattle; and Herb Chesney, Los Angeles, were present at the session. San Francisco manager John Malloy faced the tribunal on a separate occasion.

The Spenders



Herb Chesney



Bernie Novia

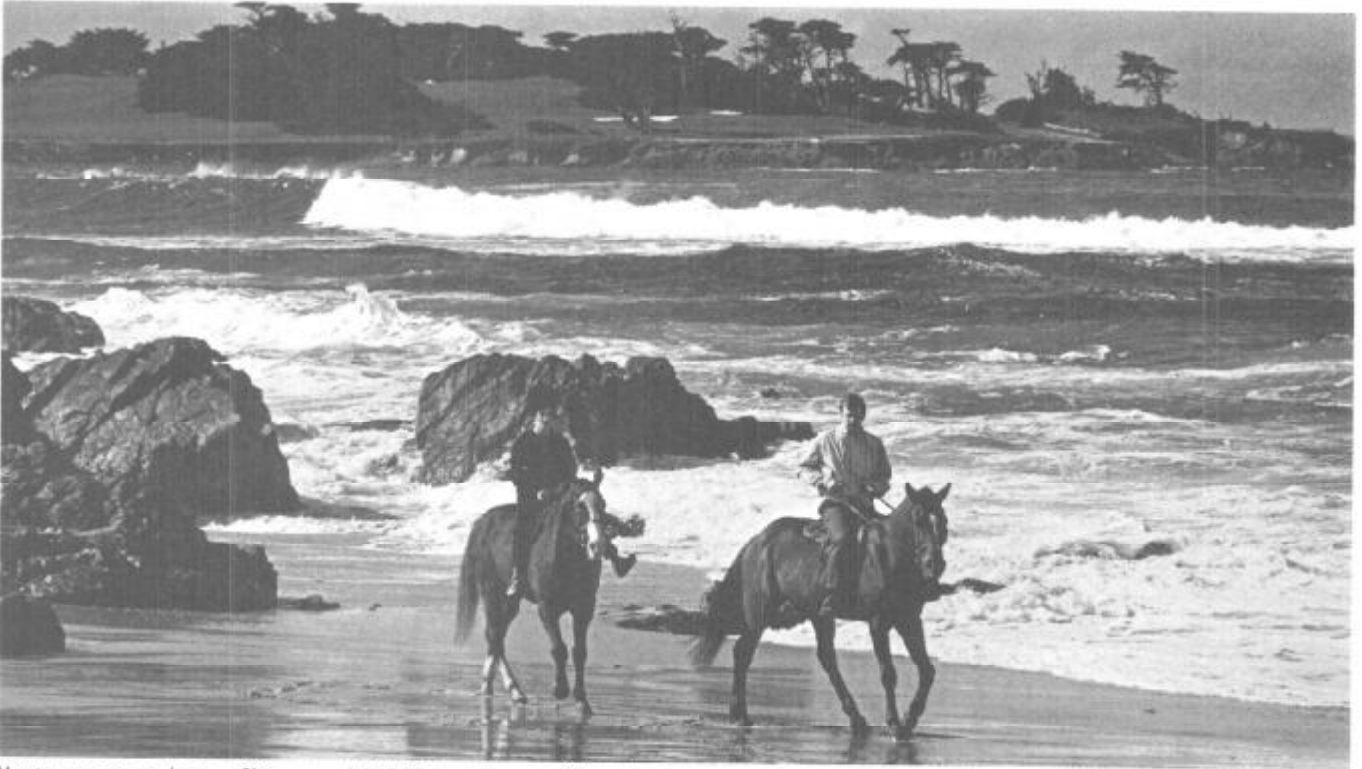


Eric Wilson and M.K. Williams



Duke Briscoe

Hugh Stratford photo



Monterey agents Joanne Skinner and Rob Priest, tour surf line along spectacular 17 Mile Drive

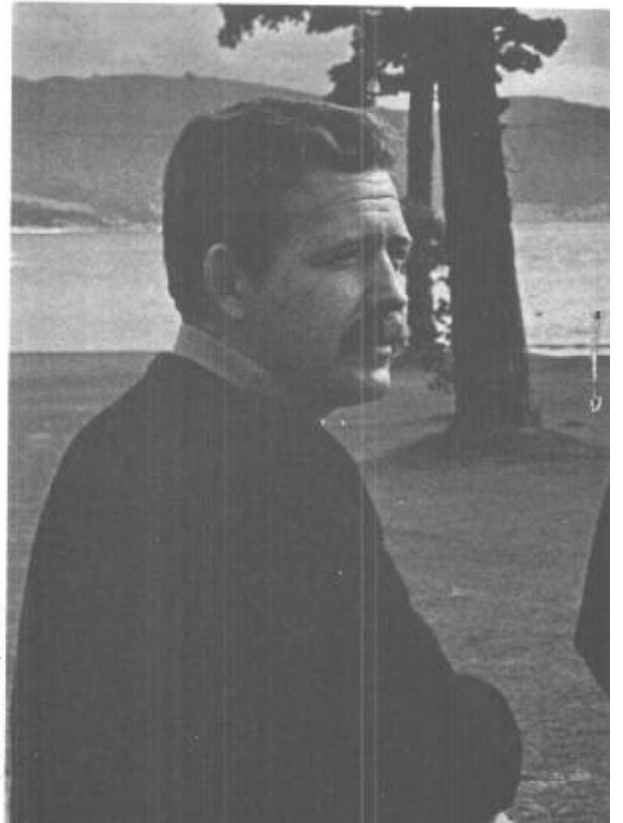
Delly Connelly photo



Ken Jensen photo



Hugh Stratford photo



REPORT FROM MONTEREY

by Ken Jensen



Vol. Camazzo and Rob Priest hunt the abalone.

Citizens of California's Monterey Peninsula are not opposed to progress but they refuse to let their area's charm and atmosphere be pushed aside just for the sake of advancement.

Since its founding as a military camp in 1542, Monterey has been a center of religion, education, culture and recreation. The military remains a predominant part of Monterey's economic background but the most important factor to the local residents is the number of people who go there just to relax and enjoy quiet solitude.

That is what Monterey is: quiet solitude. But there is more. There is a ruggedly beautiful coastline which has no rival anywhere in the world. The area's beaches are guarded by great granite boulders, immaculately clean sand and the grotesque forms of cypress trees.

The peninsula towns are small and quiet and they will remain that way probably forever because that is the way the local people want it to be. Industry which will cause congestion of the roads, pollution of the air or water or which will take away from the charm of the area is discouraged.

In mid-January several hundred residents of Monterey marched en masse to protest a rust-colored emission from an electrical power generating plant. The citizens claimed the emission was polluting an area north of the city and although the power company denied any such possible effects, the residents persisted and promised to take the matter to court if it was not cleared up.

Don't think the area is not forward-looking. It is. Monterey recently spent millions of dollars to remove blighted buildings from the waterfront area and to build an underground tunnel to carry traffic out of sight of Fisherman's Wharf visitors. Planned for the area is a walker's

mall with shops and gardens and a theater and other facilities lending themselves to leisure life.

Mayor Minnie Coyle, a charming grandmother who was elected to the city council ten years ago because of her fight against freeways, is one reason Monterey is moving in the direction it is.

'We love what we have. It comes to people caring for people.' She points out that the city is doing much to allow the dwindling fishing industry to keep going. She explained how the city keeps its rents low so that fish markets on the wharf can stay open.

Her favorite story is about a local resident who planted miles of gardens along the beach near Pacific Grove. 'By himself, he planted miles of gardens, putting shrubs and trees and ground cover until the ice plant now has spread so widely it looks like a great coverlet of magenta spilling into the bay. He is a fine example of life on our peninsula, of the freedom to live and work.'

Air West began its history on the peninsula in 1947 as Southwest Airlines in competition with United Air Lines.

It has been that way since, United and Air West sharing space in the attractive, sandstone-decorated airport building. The airport has a parking lot where cars can be parked as long as eight hours for 20 cents. And you don't get blisters walking in from your car, either.

Ken Holbrook, senior agent and the man with the most longevity with Air West at Monterey, began his airline career there in 1954. 'We've had periods of acceptance and periods of downright hatred. Many people keep coming back to fly with us because they like our people.'

The presence of mammoth Fort Ord and the U. S. Naval Postgraduate School in Monterey makes the military one of the heaviest users of air transportation.



enthusiastic Monterey Peninsula golf bugs.

Tourist trade is entirely secondary. Says Holbrook, 'If we depended on tourists only, there would be no need for two airlines.'

Fred Hykal, outspoken sales/service manager, dark-haired and side-burned, said he would put his crew up against any on the system in turning a plane around. Their performance speaks for itself. On one of my visits to the area a DC-9 flight from Los Angeles was more than two hours late. The flight arrived nearly full but inside 15 minutes the men had the flight unloaded, loaded, buttoned up and on its way.

Says Hykal, 'these guys gripe a lot but when the time comes to handle a flight, there is no better crew anywhere.'

Competition with United has been stimulated by addition of jet equipment by both lines. United is now all jet while Air West operates both jet and jetprop equipment. 'We get most of the business to Los Angeles,' said Hykal, 'while United carries more people to San Francisco.'

Hykal and Air West have been under considerable pressure from the community since he arrived at Monterey last June. But he feels the criticism has been fair and that coverage by the local press has been, for the most part, objective.

'Passengers have a habit of checking in late for our flights and this causes us some problems. They were used to us running late but now they have to get used to us being on time.'

When I asked what made working in Monterey enjoyable for Hykal, he didn't hesitate a breath to answer. 'The personnel we have here make this a very good place to work. These people really make it an easy job. When there are problems, they work them out among themselves before coming to me.'

Pete Wangoe, an agent there since 1960, thinks he can prove Monterey is the most economically valuable station on the system. He explains it this way. 'We were eighth on the system in board-

Wangoe may be right. All the stations ahead of Monterey on the year-end tally were in larger cities, all had more flights and all had more agents to work those flights.

The remainder of the crew comes from quite a varied background.

David McCord has a degree in foreign languages from San Francisco State but he has also attended the Yale University Institute on Far Eastern Languages. Sylvia Diaz, the newest member of the Monterey staff, is a native of El Paso, Texas, and for a time attended the University of Texas at El Paso. Jack Shephard is a past station manager for Sierra Pacific Airlines.

Joanne Skinner began her airline career as a hostess for Bonanza Air Lines and hails from Seattle. Val Luiz is one of two crew members to be a native of Monterey. She is also recipient of the Monterey Beautification Award. Ed Maymo holds a degree in real estate from the University of Georgia but has since attended four other colleges.

Jonna Mikkelsen is a native of Denmark who has developed a good talent for needlepoint and embroidering. Mike Jewitt was born in England, and is currently a vice president of his local Parent Teachers Association. Les Morrow is a frustrated golfer who claims his handicap is his swing. But he is also a songwriter and guitar player.

George Southard began his airline career with Chicago Helicopter Airlines in 1958. He has been at Monterey since 1961.

Of the remaining four agents, two have roots in Texas and two in Utah. Assistant manager Max Zapata was born in Laredo, Texas, and attended Texas A and M University. Richard Artus was born in Milwaukee but attended North Texas State at Denton. Rob Priest and Wayne Spencer were both born in Salt Lake City but had to come to Monterey to get acquainted.

It is easy to get acquainted in Mon-

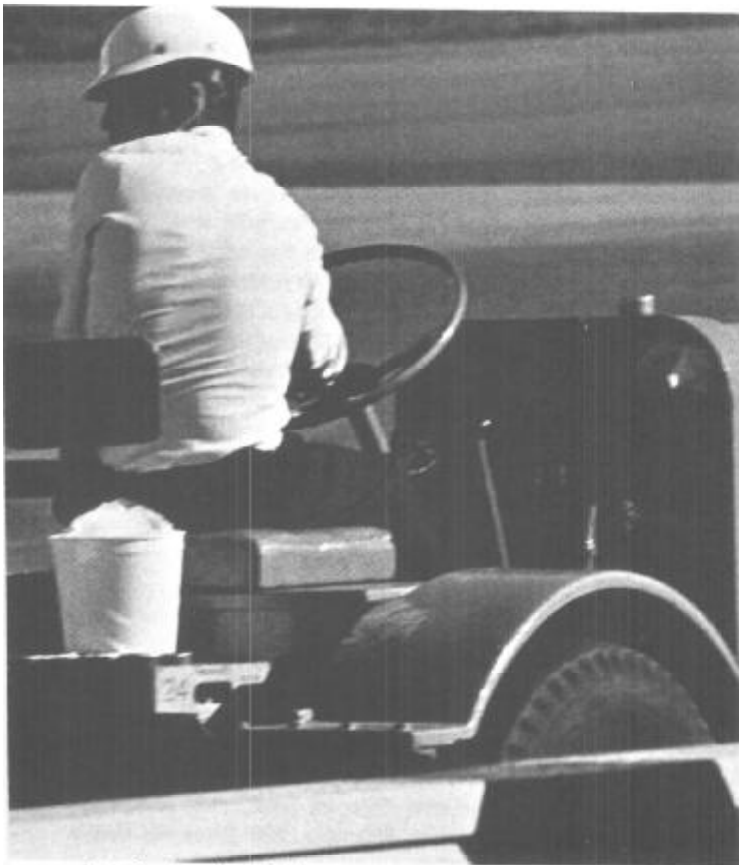


Manager Fred Hykal and Captain Carl Mauck





Customer service agents Wayne Spencer and Ed Maymo, hard at work



Jack Shepard carefully positions a jitneyload of precious baggage



Air freight comes in all shapes and sizes



George Schleifer

THE SCHLEIFER REPORT

Including you and me, there are now 3,752 employes on Air West's payroll.

That is 13 per cent more than were in the employe of the three pre-merger companies.

George Schleifer, manager of employment, said hiring since the approval of the merger in April, 1968, has averaged 128 persons per month. He predicted hiring would balloon to about 150 new employes per month during 1969. 'We anticipate about 1,800 hires this year, including replacements,' he said. 'The new people will be necessary to handle new equipment scheduled for delivery and planned facilities expansion.'

Any extra expansion, such as

awarding of new route cases, would mean accelerated hiring.

The largest concentration of employes is at Phoenix, where 1,044 are employed. San Francisco has 942; Seattle, 493; Las Vegas, 249, and Los Angeles, 223.

Some 2,951 persons work at these stations alone, leaving the other 73 active stations with 801 employes.

The largest number of employes comes under the stations department, which accounts for 1,007 people. Maintenance, with 839, is second, followed by 544 in the flight department; 449 in reservations; 314 hostesses and 187 in finance and purchasing.

The best opportunities continue to

be in the customer service and hostess departments. Schleifer has been hiring people to fill hostess, reservations and customer service agent classes scheduled by the training department in Phoenix.

'Right now we have fewer vacancies than at any time since the merger. And for the first time we no longer need A and P mechanics,' Schleifer said.

'The market has never been better for pilot hiring. We receive an average of 2,000 pilot inquiries a month and have a backlog of 5,000 qualified pilot applications on file. The biggest shortage with Air West and most other airlines is in radio mechanics. These people, along with qualified data processing personnel, are the hardest for us to find.'

Buck Hilton's Trophy

E. Royce Hilton, who works and plays under the name of Buck, missed a 300 score in bowling by one pin but still won

the take-home pay that goes with the trophy.

Bowling in the Guys and Dolls League

way,' he says. 'I wasn't doing anything extra, maybe just relaxing a little after those first two games.'

Robert K. Jorgensen, assistant vice president of maintenance, has been re-elected chairman of ROPAR, the regional airline operators program for coordinating DC-9 maintenance activities.

Started in 1967, the venture has had spectacular success in increasing maintenance efficiency and aircraft reliability at substantial savings in time and cost.

With approval of the Federal Aviation Agency, the eight participating carriers are treating their combined fleets of DC-9s, now totaling 72 aircraft, as if they were under common control.

'And, in the maintenance sense they are,' says Jorgensen. 'When a change in procedures is approved benefiting one carrier's planes, it automatically applies to all the others.'

Based on sampling methods, the program has resulted in the extension of time between inspections of structural parts from 3,250 hours to 7,000. The initial inspection of leading edge devices originally was set for every 1,000 hours—now it is deferred to 3,500 with the expectancy that it soon will go to 5,250 hours.

'There have been a lot of savings like that,' says Jorgensen. 'The Ropar members have voted to seek the extension of major 'hard-time' inspection and overhaul intervals this year, and this is going to make an even greater reduction in down-

time and overhead. We want the same big-fleet criteria as the trunk airlines.'

Also attending the annual Ropar meeting at Minneapolis in January were Stan Anderson, director of quality control; John Flitton, supervisor of aircraft service planning, and Robert Semones, manager of maintenance control. Flitton acts as Ropar service engineer and Anderson represents Air West on the Ropar technical committee.

Personnel changes:

Joe Brunn and Bob Evans, promoted to foremen, line maintenance, Phoenix.

Wayne Mitchell and Lou Manzie, to assistant district manager of maintenance, Las Vegas.

Don Riedel, A & P mechanic, transferred from Phoenix to Portland. Mike Calvin, new hire, aircraft routing clerk in production control, Phoenix.

Joe Sabol's Mod Squad, which has the responsibility of carrying out equipment standardization objectives, is almost at the end of its original F-27 program, having installed 21 cockpit heaters and 9 cockpit doors. By the end of January it will have completed work on cabin heaters. Two-thirds of the safety locks on forward cabin doors also are in place.

The paint can is still full. The fourth DC-9-10 was scheduled for painting by

January 25. Still to go are 22 of Air West's 34 jetprops. With the February schedule and return of the F-27 sent to Hagerstown, Md., for repairs, the paint will fly faster from now on, assistant vice president Jorgensen promises.

Other meetings:

Lewis E. Knerr, assistant vice president of engineering; Jack O'Dell, the director of quality control and technical services, and Stan Anderson met in Hagerstown January 15-16 with Fairchild Hiller engineering personnel on F-27 maintenance matters.

Jack Vidal, vice president of maintenance and engineering, met at Washington, D. C., with the Federal Aviation Agency and other industry representatives on new maintenance concepts being proposed by U.S. airlines. Also present were Clifton F. von Kann, vice president, operating and engineering, and Allen W. Dallas, assistant vice president, engineering, Air Transport Association.

With elimination of the Boeing 727s from the February 1 schedule, and over-nighting of two DC-9s at Boise, maintenance functions formerly handled at Salt Lake City will be transferred to the Idaho capital. Five mechanics, 3 groomers and a lead mechanic will augment the present Boise force.

If at first you don't succeed, give up

A burglar who wouldn't give up has discovered persistence is not always the key to success.

The culprit in this case was caught and arrested because he stayed a little longer than he should have trying to break open a safe that wouldn't break.

The would-be burglar had attempted to crack the new safe in the Air West office at the Santa Maria Airport on New Year's morning. He even carried in heavy welding equipment to open the safe but all his efforts failed.

He did succeed in burning the dials

from the safe and preventing station manager Bill Burr from retrieving the ticket validator and cash from inside the vault.

The same burglar apparently broke into the building the preceding night through the Cal State Airlines office and had taken some money. On his return he broke open the same door and once again rifled the Cal State office before finding his way to Air West.

Apparently frustrated at his failure to get into the safe, the intruder entered the storage area and broke into about a

dozen suitcases, removing a radio and sweater and other items.

Still determined to get something for his night's work, the burglar carried his torch to the Cable Commuter Airlines office and had about cut his way into a safe when Cable personnel arrived to open the office for the day. The man ran but was caught a short time later by Santa Maria police.

The Air West portion of the attempted burglary was not discovered until 7 a.m. when reservations agent Lynn Stull opened the office.

A FEATHER IN THEIR CAPS

Here is another selection of complimentary letters culled from the recent correspondence of Harold E. Wallis, assistant vice president, special projects:

'I should like to compliment you on the efficiency and courtesy of your personnel. I was scheduled to return to Corvallis from San Francisco with a change at Medford. The flight was late in arriving at San Francisco from Las Vegas, and the Medford airport was heavy with fog. Many of the passengers were becoming concerned. However, the young woman at the boarding area in San Francisco, Carol Ewan, dealt with each of our many queries as if she were our personal travel agent.

'My luggage was not on its flight, and I dreaded the interminable delay that occurs when luggage is lost. I checked with the agent at Corvallis airport, Manager Bob Meals, who offered to telephone me in case my luggage was on the delayed flight.

'He was true to his word, sending my luggage to my home by cab as soon as it came in.

'In all of my dealings with Air West, your personnel were efficient and solici-

tous. One cannot control the weather, but the helpful attitude of your agents certainly offsets the inconveniences of delays.'

(A Corvallis, Ore., woman)

'My sisters and I wish to express our appreciation of the courtesy extended us January 3, when we took Air West Flight 885. We were a little late arriving at the airport from Tucson and the gentleman who validated our tickets (agent Ed Ryan) noted that one sister was lame and called a porter to take her to the gate in a wheel chair. We wish this young man to be thanked, if he can be located. He may remember the sister he wheeled, and going back a short way to pick up another sister who was 'winded'.

'Also, the gentleman who checked our tickets at B-10 gate (chief agent Eugene Schnuelle) saw that we got to the plane safely. Thank each one of you and Air West for such courtesy.'

(A Santa Ana woman)

'About a week ago, I was returning from Reno via Portland where I caught an Air West flight about 10:45 p.m. I promptly went sound asleep and I awoke

long enough to determine that we had landed in Yakima. I again went sound asleep and when I awoke we were on the ground in Walla Walla. It could have been humorous except my destination was Pasco.

'At that point it was early Monday morning and I was to go to work. The hostess referred me to the terminal agent, Don Brown. Mr. Brown checked buses since no flights were scheduled back to Pasco. At that point he said 'When I get locked up, I'll drive you to Pasco.' At Pasco he helped me get my bag from the locked terminal and bid me farewell.'

(A Kennewick, Wash. passenger)

'Having had to make a number of changes on my ticket I had occasion to talk to Mrs. Alberta Seigwald, of Phoenix reservations, about them. She made many helpful suggestions and spent much time making sure I could feel safe and secure in my reservations.

'It is wonderful to do business with a concern that employes such helpful people and I shall always have a kind feeling towards Air West and will remember it when I come West again.'

(A Coral Gables, Fla., woman)

Transportation Consultants

The Air West board of directors has unanimously agreed to employ a firm of nationally known transportation consultants to assist in the continuing improvement of Air West's services.

The firm is Simat, Hellieson and Eichner, Inc., of Boston.

E.N. Altman, executive vice president, issued the following memorandum on the action:

'In order to effectively guide and advise the directors, it will be necessary for members of this consultant group to inform themselves on all facets of Air West operations.

and general ledger accounting. This will expedite the collection of the information necessary to their effort, which in turn will produce faster results for the benefit of the company, its employes and the traveling public.'

The first of the consultants to establish a working office at San Francisco was Irving T. Tague.

Marty Collins

Appointment of Marty Collins to the new position of assistant controller has been announced by Tom J. Van Bogart,

and general ledger accounting.

George Scotch, formerly director-cost accounting, is now director-cost and payroll accounting, with responsibility for the payroll, cost, flight times control and timekeeping sections.

Both Hallock and Scotch report to Collins.

Bob Thrall

W. R. (Bob) Thrall, of Seattle, corporate secretary of Air West, has been appointed vice president of finance by



Agent Bob Showalter stows Karen's skis on the outside

advantage of expanded service' into the Sun Valley area. The popular southern Idaho resort is now closer to more skiers in the West than ever before.

On December 15, Air West expanded its flights into Sun Valley and Twin Falls to 16 daily, making it possible for persons in San Diego, Los Angeles, Phoenix, Seattle, Portland, Las Vegas or Salt Lake City to be on the slopes a few short hours after leaving home.

The expanded service utilizes six-place Piper Navajo MiniLiners and F-27 jetprops.

Another Air West innovation makes it possible for the skier to take his skis with him on the same aircraft to Sun Valley.

Circular ski pods of spun aluminum made by Melridge Aviation Co., of Vancouver, Wash., are attached to the under wing and fuselage on the port side. They are 9 feet long and 13 inches in diameter and weigh 33 pounds empty, about 112 pounds loaded with the passengers' skis. Under some operating conditions, the full ski pod 'replaces' the sixth passenger.

Until now, skis had to be shipped separately to the resort.

Don Pingree, district manager of maintenance at Boise, said the new pods can be attached or detached from the planes in about four minutes by one man.

'We have had very good success with the pods,' he said, 'because they are easy to use and because they do not take very much away from the operation of the aircraft.'

Marie Olsen

Marie Olsen, Phoenix-based hostess, was selected as a finalist in the first annual Airline Beauty Pageant held recently at Las Vegas.

The pageant was sponsored by the Sahara Hotel in conjunction with the Airline Textile Manufacturing Company and United Air Lines.

Miss Luz Vega, a hostess with Trans Caribbean, was the winner.

petition on cross country, slalom and giant slalom courses. Separate competition will be held for dependents.

were damaged by the snow, described as the worst storm since before the turn of the century.

The airport was closed three days prior to the fire because of the heavy snowfall for operations the following day.

AS I SEE IT

By Ken Jensen

Besides Joe Namath, many new faces are becoming known to Air West employees.

One new face is that of Mark Aaron Greenbaum, the just-born son of agency and tour manager Jack Greenbaum. Another is Sharon Dalton White, new bride of regional sales manager Jim White of Phoenix. White says his marriage was a 'merger' because bride Sharon was a reservations agent for American Airlines at Phoenix.

Sandy Miner, supervisor of ticketing procedures, will assume additional duties as acting manager of charters in the absence of Walt Kupper, who has been assigned to active duty in England for the balance of his Air Force enlistment.

The commissary and stationery supply department at San Francisco have moved to a new location in the maintenance hangar. Manager Jerry Gifford and inventory control supervisor Bob Davis have separated their department from the maintenance supply area and moved it to the north section of the hangar. Chuck Easton, manager of purchasing at San Francisco, will continue to supervise both functions.

Gary Kidwell, manager of sales promotions, attended the International Travel Exposition at New Orleans.

Other January travelers included general sales manager Dick Neal and George Moulton, director of agency, interline and tours, who attended the United Air Lines regional airlines seminar in the Hawaiian Islands.

Moulton also represented Air West at Washington, D.C., at the annual meeting of the Air Traffic Conference of America.

Assistant general sales manager Vern Chase went to Bangkok, as Air West's representative to the Pacific Area Travel Association conference.

The superb Air West movie 'Coastline,' featuring outstanding photography of Oregon's fabulous Pacific shore, has been entered in four film competitions. They are the Pacific Area Travel Association Festival; the U. S. Industrial Film Festival at Chicago; the Cine Film Festival at Washington, D.C.; and the American Film Festival at New York.

Dolly Connelly, staff writer for Air West Magazine, has had the pleasure of seeing her Grand Canyon mule train article appear in 8 million copies of Life

Magazine. The experience was first written up in 25,000 copies of the July/68 issue of Air West.

Kuni Shoji, Air West sales representative from Tokyo, says one of the more popular part-time jobs for college students in her city is that of a pusher. Not the kind of pusher we know of, thank goodness. These pushers are young men who stand behind commuters at subway stations at rush hour and physically push the passengers into the trains so the doors can close. Maybe Kip Wharton can use this system to solve those weight and balance problems.

A recent computer report on manpower listed an aircraft cleaner as a member of the Air West board of directors and a utility man as a hostess.

Although only a few days old, Michael Kirtley Lea already has a bankroll and title. He's the Little Master of Tempe and possessor of many merchant gifts as result of his timely birth New Year's Day to Air West pilot William Lea and his wife, Wendy. Michael was the first child born in 1969 in Tempe, and the first to an Air West employee.

REDDING FIRE

As if Redding was not having enough trouble with two feet of snow on the ground, the airport was damaged by fire the day after Christmas.

Air West sales/service manager Bill Hicks said damage to the airport was extensive.

With one exception, Air West suffered only minor damage from smoke and water and blistered paint. The excep-

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Don Gooding, editor. Ken Jensen, staff writer/photographer. Cover photos: Mermaid Val Carnazzo by Dolly Connelly; Joanne Skinner by Hugh N. Stratford. Upper trio; Kuniko, John Lindsay and Dick Neal by Ken Jensen. Lower trio: Cheryl Coveney, systems analyst for Braniff, coaches Nick Lauer (1) and Arch Miller on procedures for operating load control console in new 'res' system;

SKI, REJOICING

Skiers have need to rejoice because this is the time of year they do their 'thing.'

For the airline employee who skies, it is especially attractive because he can get to so many places so easily.

The 4th Annual Interline Ski Party will be held at Salt Lake City, February 11 through 14. The party will be spread