

AIR WEST 69news



Janet



... wanted to see what it was like. She says she has never regretted that move. Neither has Air West.

Larry Curns, director of customer services, says of Janet, 'She's an outstanding example of what an Air West hostess should be. She does a super job for us.'

Janet came to the West in 1966 from Imperial, Pa., a small town just outside Pittsburgh. She came first for an interview with Bonanza Air Lines and has been based at Phoenix ever since.

Now 25, Janet likes auto racing and swimming and loves flying. Even though she likes cars and racing, she has never had a driver's license.

Of her job, Janet says, 'I think helping the passengers in a sincere way is my job. I try not to act as if I am going out of my way to help people when I am working. I try to anticipate what people are going to need or want during the flight. Some of these things, like turning on a light when a passenger is reading come after you've flown a while. There are so many things you react to after you have more experience.'

Janet started out wanting to be a dancer and for a while trained as a Fred Astaire dance instructor. 'I was going

with a fellow who wanted me to get out of dancing because we planned to get married. Now that fellow is gone and so is the dancing.'

Joanne Cheek, regional manager of hostesses at Phoenix, says of Janet, 'She seems to go out of her way to help passengers. Her attitude is excellent, she never turns down an assignment and she has never lost enthusiasm for her work.'

Janet has received more than a dozen letters from pleased passengers since she began her hostess career in 1966. Typical comments from the letters echo the opinions of Joanne Cheeks and Larry Curns. Some of the comments: 'You have one dedicated stewardess in Janet Wilson.' 'It's so refreshing to find people who love their job.' 'Janet Wilson was most kind and thoughtful. She did much more than was required of her.' 'She made me feel so much at ease.'

One passenger even sent in a silver dollar with a letter. That dollar is still in Janet's file.

What is Janet's comment about receiving the complimentary letters? Says she, 'I don't know why I get these letters because the other girls do the same kind of job.'



George

George M. Snyder learned auto mechanics in the Air Force but decided there was more of a challenge in working with airplane engines, so he switched and has never been sorry.

Snyder is now a line maintenance mechanic at Phoenix and he plans to make it his home. 'I was born in Ohio and lived for a while in Seattle, but this is great down here. I don't plan to move any more.'

Snyder's airline career began with West Coast at Seattle in 1959 and he switched to Phoenix in the merger last year. His wife, Mary Louise, and two children seem to agree with that decision.

Snyder is a good mechanic. Bob Walker, regional manager of maintenance, says, 'George has the knowledge of how to do a job without constant supervision. But his biggest quality is working on pressing projects, under duress without complaining and without griping. We have a lot of good men down here and George is certainly one of them.'

That Snyder likes his job is expressed

in this statement by him: 'This is a good, growing company and it's going to get bigger and stronger in the future. The people are good to work for and with. It's a good job.'

When he isn't carrying a wrench and wearing coveralls, Snyder is likely to be found at a bowling alley. 'I used to bowl all the time and I have been in numerous bowling leagues.' His average is 180 and he is still looking for that first 300 game. He also golfs in the 90s and plays in organizational softball leagues.

Snyder's opinion of Air West is this: 'Changes have been made since the merger which have been for the good. They have proved themselves. Maintenance work is rolling out much faster now than at the merger and it looks like we are finally moving in the right direction.'

His attitude toward his job is reflected in his work. Says Walker, 'George spends his time getting the job done rather than griping about having to do it. His general attitude toward the job and toward Air West is exceptionally good.'

BEYOND THE CALL

A day of sightseeing in the rugged Indian Springs area 25 miles from the Air West station at Prescott, Ariz., set the stage for a potential tragedy when an elderly woman was separated from her husband.

It was the afternoon of January 9, a time of bitterly cold nighttime temperatures, when Whitney Brown discovered that he had become separated from his 67-year-old wife.

First he shouted her name several times. He honked the horn of his car. Quickly, he strode through a search pattern, calling for his wife.

She did not answer.

Racing to the sheriff's office, Brown reported the situation and a rescue force of nine vehicles sped back to the area as daylight began to dwindle.

Even after dark, they searched the roads and trails. It was in vain.

FAA personnel at the Prescott flight service center were contacted by the sheriff's department, and a quick check showed that the only aircraft near the area was Air West flight 554, piloted by Captain Pat Dooley of Phoenix.

Air West's Les Duncan at Prescott was alerted by the FAA personnel and relayed the information by radio to Dooley.

The fruitless ground search by then

was several hours old.

Four minutes after the FAA was called by the sheriff's department, Dooley was back on the radio to Prescott:

He reported a small fire visible below. He was making a circle over the site, and could see two vehicles to the northeast.

Word went out to the searchers, who had seen the plane circle.

Mrs. Brown was in good condition when the ground party reached her a short time later.

Without the assistance of Duncan and Dooley, FAA personnel noted, the story might have ended differently.

— Gordon Kent

A Feather in Their Caps

'Prior to the arrival of my invalid father in Las Vegas, I drove out to McCarran Field and I spoke to Duke Johnson and asked for assistance in deplaning him. Mr. Johnson made arrangements for me to park my vehicle behind the air terminal, and when the plane arrived, drove myself and my wife out to the plane where he also arranged for a stretcher type cart to lower my father. He then drove us back to my car and to compound the courtesies already extended, he went over to the baggage area and picked up my father's luggage.

'When my father left Las Vegas for Fresno, the same courtesies were extended by George Gragg, chief agent.' (A Las Vegas insurance adjuster).

'We want to commend Air West both in Portland and San Francisco for the manner in which they handled passage for my husband's daughter.

'She was to return to her home in Santa Rosa, however, weather conditions in Santa Rosa made it impossible for her plane to land there that night. She is only 14 and we didn't want her going into San Francisco alone at night. On Sunday, Portland was fogged in and it was finally necessary to bus the passengers to Salem where the flight would originate. Mrs.

ments for her.

'Santa Rosa weather was still bad, so the flight went directly to San Francisco, and your personnel there arranged to have a taxi take her to her home in Santa Rosa. She arrived at midnight safe and sound.' (A concerned stepmother, Portland, Ore.)

'Recently, after a somewhat confusing cancellation of a flight to Reno, John Kleem of Las Vegas greatly assisted us in rerouting through San Francisco in order that we could comply with urgent business requirements upon our return here. During this period, as you can well understand, everyone was bombarded by questions. Mr. Kleem not only maintained his composure, but handled the situation like a veteran and was extremely courteous and helpful.' (A Reno banker)

'For the first time, I am writing to express enjoyment over an airline flight. Normally, I find my flights to be totally unremarkable.

'Recently, I was a passenger on a jet-prop flight from San Francisco to Arcata and I enjoyed it immensely, despite the god-awful nature of that flight. The credit for this is entirely due the excellent stewardess service given by Miss Susan Stohl-

the common decorative automatons that are standard equipment on most commercial flights.' (A Bayside, Calif., Ph.D.)

'In January I was on your flight from Ontario to Las Vegas-Salt Lake City. Due to some mechanical difficulty, the flight aborted shortly after take-off.

Your Ontario agent, Roger Hudlow, was extremely courteous and helpful in quickly getting me reservations from Los Angeles to Salt Lake City and placing me on a feeder flight to Los Angeles. In the ten minutes he had, he also was able to carry my baggage off your flight and place it on the feeder airline aircraft.

I also rescheduled with your agent in Los Angeles, George Krinte, and again the courtesy extended me was commendable.

It is this type of service and attitude that impresses a customer, and I can assure you that I will ride Air West again in the future. (An Air Force Colonel, Norton AFB, Calif.)

'Last December I flew from Reno to Mazatlan on your airline. It was one of the most enjoyable trips I've ever taken.

Your stewardess, Kathy Godare, was so helpful and nice to us. She is definitely an asset to your company.

The whole crew, including the captain, went out of its way in showing us through customs and telling us what to

NORTHWEST REPORT

Correspondent Bob McDonald

The Seattle Times ran a big 3-column picture the first day of February which showed a vast wasteland of snow, two Air West agents picking at it with shovels, and in the background an Air West DC-9, wing-deep in a snowdrift.

Nothing better described the kind of operating weather we have experienced in the Northwest since mid-December. The mechanical problem that kept the jet idle at Eugene just long enough for a blizzard to overtake it was perhaps the unkindest blow of all.

The plane stayed there an entire week before the field could be cleared sufficiently to permit a takeoff.

The regional hostess staff has undergone several changes. Peggy Carson, the charming redhead from the outskirts of Klamath Falls, Ore., is now regional manager and Donna McDonald has taken her old job of supervisor of hostesses. Martha Graves and Carol Madren have check duty.

Sandy Ebert Ruff, formerly secretary in properties and now a reservations agent at Seattle, took time off January 31 to have a baby boy. His name is Daniel, middle name Dean.

Sandy Bettis, tour agent, and Ruth Smith, who is assigned to the Seattle travel agency desk, accompanied a group of travel agents and newsmen from the Northwest on a familiarization trip to Idaho ski resorts.

Jim Jones, crew scheduler, flew Air West to La Paz on his vacation, then rented a VW for a ground exploration of Baja California as far as Ensenada.

Mary Ames, secretary in the regional maintenance office, has been hospitalized with bursitis, and Mrs. Herb Matzdorf, wife of the Air West captain, is recuperating from a serious operation.

Jim Davenport, regional manager of reservations, reports that telephone calls from the 12 cities served by the center have been averaging 5,000 daily. This load is expected to grow when other markets are added to the Seattle reservations network as now anticipated.

This is a little human interest story about one of Air West's friends, Kathy Moody, who boarded a flight at Ephrata last month for Portland, and because of weather ended up instead at Boeing Field.

For even a seasoned traveler, such situations present problems; for Kathy they were even more difficult, since she is only 6 and a pupil at the School for Blind in Vancouver, Wash.

However, she soon found a friend in Seattle, Senior agent Ted Lukkes, knowing that weather conditions were worsening at Portland where Kathy was to be met, had his wife pick up Kathy at the airport and prepare for an overnight guest. He then called the school in Vancouver and Kathy's parents and put their minds at ease.

It turned out to be a pleasant experience for everyone. Ted's four children met a new playmate, and Kathy got another day of vacation. The next day, Mrs. Lukkes saw the little girl on her delayed Portland flight.

Just one of the pleasures of doing business.

Si Severtson

Memorial services were held February 4 at Kent, Wash., for Sanford R. (Si) Severtson, 56, whose career with United Air Lines and Air West spanned the era of modern air transportation.

Most recently he had served on a loan basis from Air West as president of Aspen Airways, Denver, but the bulk of his airline life had been spent as a dispatcher, first, and later vice president of operations for the Air West partner, West Coast Airlines,

which he joined in October, 1946.

In World War II he served with the U.S. Navy, and prior to that, as a graduate of the old Boeing School of Aeronautics at Oakland, he worked for United.

He went to Aspen in December, 1967, but suffered a heart attack last fall and returned to Seattle on medical leave. He passed away abruptly January 29 while en route home from a movie with his wife Marge.

Spotlight TWA

Air West and Trans World Airlines will cooperate during March in a full-scale promotional program designed to make Air West employes more familiar with TWA and what the larger carrier can do to help them.

The program will be known as 'operation spotlight' and will feature prizes, contests and drawings for Air West personnel. A grand prize will be awarded March 25.

Jerry Arnold, manager of interline sales, says the intensive marketing program should result in a better understanding by Air West employes of TWA's systemwide flight operations.

Sell-out

Air West has sold the last of its obsolete propeller fleet.

Jack Volkel, owner of Aero-Dyne Flight Center at Renton, Wash., has purchased seven of the DC-3s which were retired from service June 30, 1968. He previously had obtained one other, making eight of the old war-built Douglas planes in the Aero-Dyne fleet.

Volkel has a contract to use one of the DC-3s spraying fruit flies in Guam under a contract with the federal government. He plans to convert another to fog-seed-ing capability, and expects to re-sell some.

Challenge

The championship hasn't been decided, but the Spokane station already is challenging everyone else to prove it hasn't the best Air West employes basketball team.

So far, the Inland Empire quintet has bowled over (literally, say its opponents) Salt Lake City, Portland, Las Vegas and Ephrata, and has only one loss, the opener with Ephrata which it later revenged.

Members are Paul Sinclair, center; Fred Lee, Doug Dyché and Dave Larson, forwards; Wes Roberts and Tim Anderson. Any more challengers?

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Don Gooding, editor. Ken Jensen, staff writer and photographer. Cover photo of Nick Bez by Karsh of Ottawa. All interior photography by Ken Jensen.

Fares

Air West has joined all other domestic air carriers in increasing fares to offset rising operational costs.

Robert E. Hill, assistant vice president of traffic, said that except for certain selected fares, all increases were effective February 20. Others will be effective March 1.

Ed Beauvais, assistant vice president for research and development, said the fair increase would average between 5 and 10 per cent of the old fares and would mean about \$4 million more annually in passenger revenue for Air West.

The only domestic carriers in the U.S. which did not raise fares were helicopter airlines at San Francisco, Chicago, Los Angeles and New York.

Inaugural

Although miserable weather curtailed the civic and press festivities scheduled by Rusty Rostad, Bill Shirey and Jack Whitehill, Air West flew its first jet to Calgary February 1, inaugurating daily roundtrip service between there and Spokane.

The company has served the Alberta city since 1960, initially with DC-3s, and is now all-jet on its international route segments.

In recognition of air travel growth at the gateway terminal, the Canadian Department of Transport this month awarded a contract for \$1,366,700 in Calgary terminal improvements.

Air West manager Bill Brooks says the expansion will be completed in June and include more custom and immigration area, 50 per cent more counter space, a new 1,300-foot concourse, enlarged waiting area, and a bigger coffee shop.

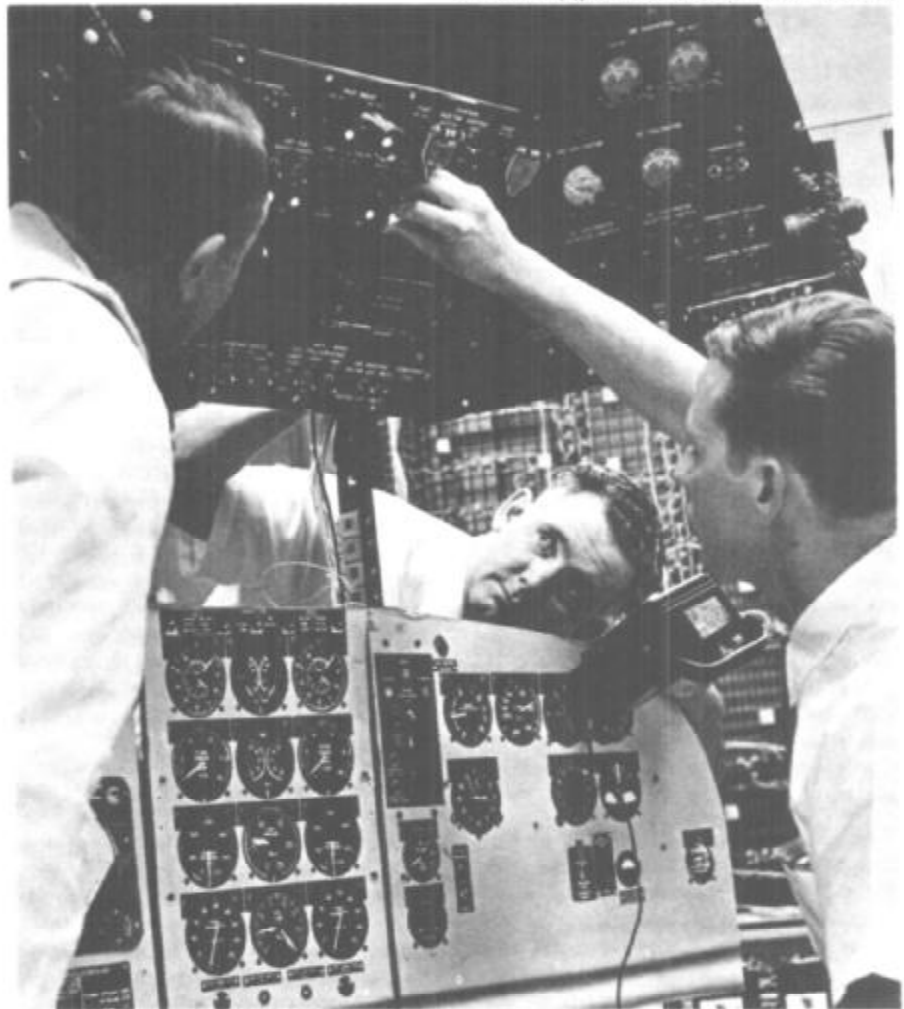
Trijets

Braniff Airlines has leased the three Air West 727s which were withdrawn from schedule February 1.

E. N. Altman, executive vice president, said that Braniff will operate them on a 52-week lease effective March 1, with option to renew. One of the three underwent modification and repainting at United Air Lines' maintenance base at San Francisco in January. It went into service a month ahead of the other two.

Braniff already has a sizable 727 trijet

Bill Miles (l), Ken Graham and John Brunton



A Bit of Yankee Ingenuity

Three Phoenix training department instructors are building a cockpit procedures trainer which will save the company a great deal of money and better prepare jetprop pilots for flight operations.

The trainer, which simulates the cockpit of an F-27, is being built by Bill Miles, John Brunton and Kenny Graham. They are doing the work when they are not in class and on weekends.

The mockup will give pilots and maintenance personnel cockpit training without tying up an aircraft. The instruments will function just as they do in the aircraft and give logistical responses when activated.

Graham said the trainer will replace slides and pictures used in familiarizing students on cockpit procedures. 'The trainer will make it easier for the students

actually gets in the aircraft. It's possible that in the future we can ask the government to cut our time requirement for actual aircraft training through the use of this mockup.'

Graham said purchase of such a trainer would probably cost between \$10-12 thousand, but he said trainers such as this were difficult to find and would probably have to be specially built 'the same as we are doing.'

The trainer is being built of spare parts from damaged aircraft and also from parts which were repaired by the three men. All are parts which would not normally be used in line aircraft.

Air West uses a similar, but commercially manufactured, procedures trainer for DC-9 pilots. The cost of that was

A 'miracle' course in computer tactics

A massive, quick-learn training program involving more than a third of Air West's 3,800 employes has been completed and the results are now being felt by the company's passengers.

The 'miracle' training course began January 6 to familiarize 1,400 reservations, station and dispatch personnel on the use of Air West's new computerized reservations system. The training program was virtually completed by February 7, leaving a week to practice before the system actually went on the line February 15.

Nick Lauer, director of reservations, says, 'We expect a minimum of problems with the system because the training program has been so complete and because our people have had time to practice with the equipment and with our own schedule.'

The system utilizes a Bunker-Ramo 335 computer on a time-sharing basis with Braniff International at Dallas. All four Air West reservations centers will be directly tied to the computer.

Three Braniff instructors were in San Francisco during the training period. The first was Cheryl Coveney, who gave instruction to space control people on the use of special seat control consoles and on computer language. The console, which resembles a small television set

with a typewriter attached, is the key instrument in all load control operations. The seat control agent types a message on his keyboard which is repeated on the screen of the console. The message, either a question or direction to the computer, is repeated and answered by the computer within a matter of seconds.

One use of this console is as a seat inventory unit. For example, if a flight usually flown with a 75-passenger DC-9-10 is changed for a day to a series 30 jet able to handle 99 passengers, the agent uses the console to inform the computer of the change. The computer records the information and instantly makes the new inventory of seats available for sale. This process eliminates a number of time-consuming telephone calls and data board changes required under the old system. Where the old system might have taken 10 to 15 minutes to complete the same change, the new method takes two or three seconds.

The second phase of the program was the training of supervisors from the four reservations centers on the use of the agent set. Virginia Duke of Braniff was the instructor for this part of the program. After the supervisors had been trained, they went back to their respective stations and immediately began training reservations agents locally.

Station personnel and reservations agents at non-consolidated stations were given instruction either by direct visit of an instructor or by printed matter. They also were trained in sending load messages which record the number of persons boarded. This new feature will give the company an up-to-minute record of boardings throughout the system.

Reservations agents will continue to make reservations cards with the names of passengers but Lauer said this process could be eliminated in the future through installation of a more sophisticated computer system. Lauer says studies are now under way to see if the cost of such a process warrants its use.

Agents will continue to maintain load control sheets temporarily, but Lauer points out that in the years Braniff has been using a computer for reservations, it has never had to switch to a back-up computer because of a failure in the primary unit.

The computer will also transmit load messages to the stations at predetermined times. This will reduce the work load of teletype operators.

Information on Air West's 680 flight segments was fed into the computer February 8, a process taking almost all day. The information has to be put in each time a schedule change is made.



Computer trainees Harry Mealey (l) and Joseph Roman, with instructor Virginia Duke



Herb Spencer, PHX, and Wilma Sayd, SFO

Perry Jackson



Bob Brandia



Bud Stokes



Eight supervisory and marketing positions have been filled by Air West and all but one were from inside the company.

The promotions and assignments include a director of information services (EDP); manager of military sales; supervisor of station procedures; two district sales managers and three district sales representatives.

They are:

- Thomas W. Burke, director of management information services.
- Perry Jackson, manager of military sales.
- Robert Brandia, supervisor of station procedures.
- Bill Shirey, district sales manager, Portland.
- James Garvin, district sales manager, Spokane.
- Howard (Bud) Stokes, district sales representative, San Jose.
- Michael Conroy, district sales representative, Portland.
- Richard Kerley, district sales representative, San Francisco.

Burke, 40, comes to Air West after having been manager of systems and data processing for Evans Products Co., Portland. He is married and father of two children. Burke holds a master's degree in accounting from the University of Colorado and a bachelor's degree from the University of Houston. He replaces John Jacobs who returned to Phoenix as an

airline systems planner for Air West. Don McInnes had been acting director since Jacobs left the position.

Promotions

Perry Jackson, formerly district sales manager at Portland, takes over as manager of military sales from Phil Mench, who resigned. Jackson's new home base will be the San Francisco general office but he will supervise operations at 22 military installations around the West and will also be Air West's representative in the military bureau of the Air Transport Association.

Robert Brandia takes on the newly created position of supervisor of station procedures at San Francisco. Since beginning his airline career as a reservations agent at Los Angeles 10 years ago, Brandia has been assistant manager for Pacific Air Lines at Los Angeles and manager at Reno. His last assignment was as assistant manager at Reno for Air West.

Bill Shirey takes over as district sales manager for Oregon from Jackson. Shirey began as a ramp attendant at Portland in 1958 and progressed to station agent, reservations senior agent, and city sales manager, all at Portland, before being named district sales manager for Spokane.

Jim Garvin will take Shirey's place as Eastern Washington district sales manager

at Spokane. In the past, Garvin has been district sales representative at Portland and ramp and customer service agent at Portland. He is a 10-year veteran of airline work. His district extends into Montana and Canada.

Bud Stokes is the new district sales representative at San Jose, with sales responsibility in Santa Clara County, Monterey and intermediate points. He assumes the position formerly held by Chuck Banfe, who resigned. Stokes moves to San Jose after having been joint airline traffic office agent at Norton Air Force Base, San Bernardino, Calif. He is a native of Ogden, Utah, and began airline work as a passenger service agent at Phoenix in 1960.

Mike Conroy fills the spot previously held by Garvin at Portland. Conroy, a native of Tacoma, began with West Coast in 1965 and after a two-year tour with the Marines in Vietnam, returned to Boeing Field, Seattle, as a passenger service agent.

Dick Kerley moves to San Francisco as district sales representative, replacing Roger Lober, who resigned. His 'beat' extends from Palo Alto to South San Francisco. Kerley came to the Bay Area after having worked at Santa Ana as a passenger service agent. He is a native of Comanche, Texas.

All eight appointees assumed their duties February 15.

Sunset on San Jacinto



Hugh Stratford photo

Art Armstrong, Air West manager



Dorothy Lewis (l) and Jo Albaugh, 'res' agent



PALM SPRINGS:

Palm Springs is unlike any town you have ever visited. It is a small town with big-town ideas. It is a small town with small-town comfort and atmosphere. And it is a small town with big-town people.

The main product of Palm Springs is sunshine. Of this, there should never be a shortage. The visitor and convention bureau advertises 360 days of sunshine a year. To make sure there is plenty for everyone, the city fathers established an ordinance prohibiting the construction of

a building which would create a shadow across a public thoroughfare.

To give everyone a chance to enjoy the sunshine, there is one swimming pool for every five residents, 21 public and private golf courses and 36 tennis facilities. But there are also hiking trails, public parks and picnic grounds and a pleasant, remarkably clean downtown area just for walking around in.

If there is one thing in which Palm Springs excels, it is a relaxed, unhurried

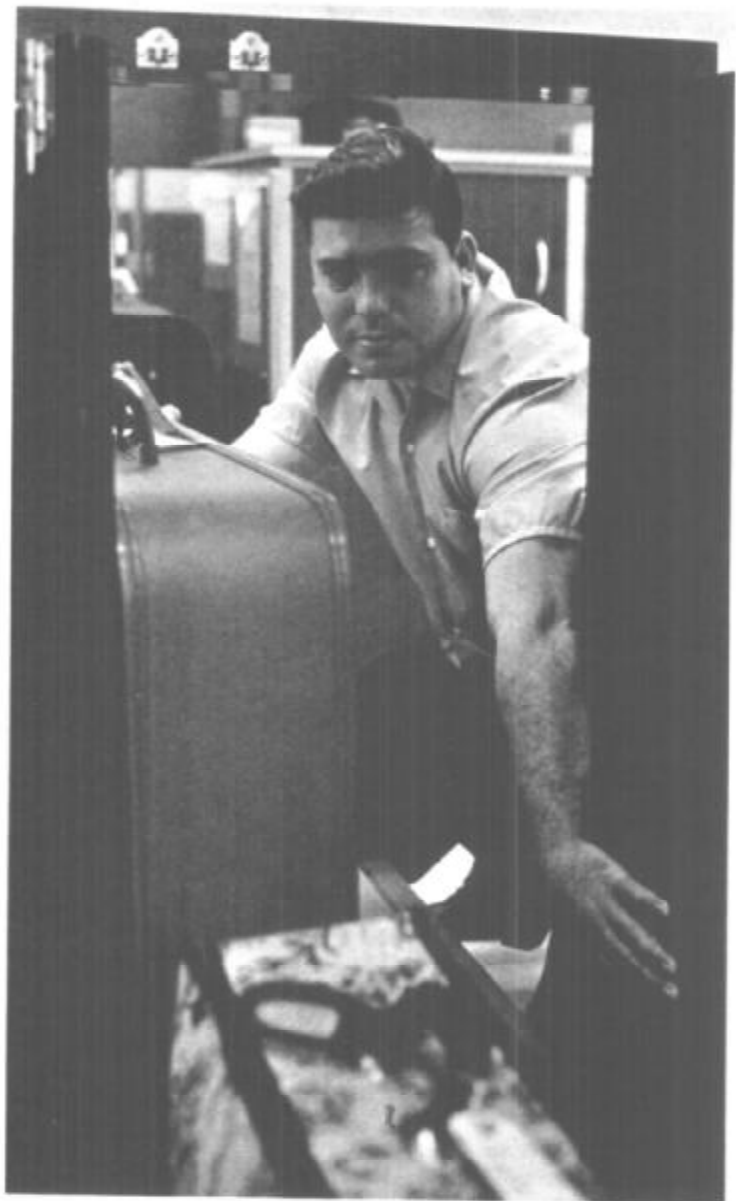
atmosphere. The area gives resident and visitor every possible opportunity to unwind. This low key way of life may be Palm Springs' greatest asset.

Palm Springs has long been the playground of prince and president, star and starlet, millionaire and money spender. And it still is. Palm Springs has long been thought of as a retirement community. And it still is. But it is also the home of many less affluent people who have no

Chief agent Dick Stevens lends a helping hand



Luther Casey



Jim Billman (l) and Larry Loffelmacher, agents



where the heat is always on

title and who spend money quite conservatively.

Each year thousands of college students flock to Palm Springs for the Easter weekend. The population of 22,000 grows to nearly 100,000 during that weekend and most of them are young people seeking respite from the burdens of school work and crowded city living. They couldn't pick a better place for it, either.

The Mission band of Agua Caliente

Indians, who settled the area originally, is still represented by about 100 tribal members. And the tribe is represented strongly in the local economy because jointly and individually, the Indians own almost half the land on which rest the plush hotels, the broad expanses covered by fairways and greens, the stores and shops and a great many of the private residences. By act of Congress, the Indians were awarded more than 26,000 acres of land in the area as their reserva-

tion. The land was laid out in checkerboard fashion, with the Indians owning every other square mile.

In 1912, the Bureau of Indian Affairs declared the land 'absolutely worthless.' It is now valued at more than \$50 million.

Air service plays a very large part in the Palm Springs way of life.

American Airlines was recently granted authority to serve the area from Chicago

/ Ken Jensen

While golfers toil below,

and Detroit and the response to the service has been far in excess of what had been expected. Eastern people flock to the area to escape the bitterness of winter and the new air service makes it that much easier to do so. Western and Air West serve Palm Springs from Las Vegas, Los Angeles, Phoenix and San Diego. Although American stops at Palm Springs, it may carry no local traffic between that city and Los Angeles or Phoenix, the other cities the line serves in the Southwest.

Air West began serving the area through Thermal in 1955. Art Armstrong, the present sales/service manager at Palm Springs, was one of the first managers at Thermal. 'We had to go up on the roof of the terminal at Thermal to direct the planes in because there was no tower. I had to paint a compass on the stairway because I couldn't get the directions straight.'

The original service from the Palm Springs area included flights to Phoenix, Blythe, Ontario, Los Angeles and Burbank. The route pattern has not changed much in the past 13 years, with the only major change being the addition of Las Vegas and San Diego nonstop service in September, 1968.

About the same time Armstrong moved to Phoenix in 1958, operations were moved from Thermal to the present Palm Springs Airport. The big change since that time has been the building of a very modern, stone and brick-constructed air terminal, which, by the way, may be the only air terminal on the Air West system with touch-tone pay telephones.

The airport is built with almost unlimited expansion capabilities. It may well need them in the not-so-distant future. Ed Barnum, manager of the news department of the Palm Springs Convention and Visitors Bureau, told me that national travel authorities feel Palm Springs is now at the point where Miami was 25 years ago and where Las Vegas was 15 years ago in tourist trade expansion possibilities. The last year has shown many signs that Barnum may be right.

'There were one and a quarter million people who visited Palm Springs in 1967 and that should be up at least 17 per cent

placed by our office alone increased from \$28,000 in 1967 to \$52,000 in 1968.'

And he pointed out that the room rental business for the entire year was about \$16.5 million dollars. It's plain to see why tourists are the number one commodity of Palm Springs.

There are several things Palm Springs visitors should not miss. The most important 'must see' is the \$8 million, 2½-mile aerial tramway. From the desert floor nearly to the top of 10,000-foot Mt. San Jacinto, the tram car passes from almost desolate, sage-shrouded surroundings into towering pines and cool mountain breezes. The view from the top is unmatched anywhere.

Also in the must see category are several of the most beautiful hotels in America. The Canyon Hotel is plush. No other word can describe it. And while the rates during the winter season are high for the average budget, it is worth it. The Canyon is also the place to do if you want to watch movie stars.

The Spa Hotel is built over the original Indian hot springs. The hot spring water flows into the hotel's health and mineral bath facilities and has long been a major attraction in the area even before the hotel was built.

Also take a drive or hike into some of the canyons near the downtown area. Many are on Indian land and the ancient Indian markings still decorate the canyon walls.

The culinary delights of Palm Springs are endless. Some of the finest food in the world is prepared in the kitchens of its restaurants. And the price isn't out of line, either.

Tourists, naturally, are the big reason why Air West serves Palm Springs. But they may also be the source of a headache for the company. Particularly the kind of tourists who fly to Palm Springs. As Armstrong puts it, 'The type of person who comes here brings half the things he owns. I've seen times when we have loaded the first four rows of a plane and filled the cargo pit and still didn't get all the luggage on board. Baggage is our biggest problem here.'

Armstrong describes the area this way:

'It's hard for some people to live here because the standard of living is so high



Jim Billman, on the blocks at takeoff time



One of our girls said once that you are either among the wealthy people or you are a servant to them. But we feel it's an important job because those rich people wouldn't be here if it were not for people like us.'

What about those people who make up Air West at Palm Springs? Armstrong has been manager not only at Thermal and Palm Springs, but also at Santa Ana, Salt Lake City and Las Vegas.

Chief agent Harold Hardy, now recovering from a back operation, started in Thermal in 1957 and was in the first crew at Palm Springs. Chief agent Dick Stevens began at Palm Springs in 1964 and has been there since. Norm Little, a native of Norfolk, Va., began at Palm Springs in 1961 after two years at William and Mary College. Joe Bourque, originally from Buffalo, N.Y., is a fish breeder in his spare time. Dale Morgan, Salem, Ohio, enjoys horseback riding.

Richard Vidlak came to Palm Springs from Omaha, Neb., in 1967. Eight others, including two lady reservations agents, all joined the staff in 1968. They are Donald Webber, Albany, Ore.; Larry Loffelmacher, Eugene, Ore.; Steven Clinton, Seattle, Wash.; Jo Albaugh, San Luis Obispo, Calif.; Jim Billman, Hollywood, Calif.; Dorothy Lewis, San Diego, Calif.; Brian White, Long Beach, Calif.; and Luther Casey, Wenatchee, Wash.

Six of the 17 Air West people at Palm Springs, including Jo Albaugh and Dorothy Lewis, are unmarried.

Agent Bob Hutchinson is on military leave of absence in Vietnam and he has not been without excitement. A bus just behind his was blown up by the Viet Cong and a hand grenade thrown through a barracks window landed on his bunk, destroying all his personal gear. Luckily, Hutchinson was out of the barracks at the time.

Palm Springs is no longer exclusively for the rich. Nor is it any longer for the retired. And neither is it a place just to visit in the winter. Palm Springs is a year-around resort area for everyone. It's a small town with enough big ideas to make it interesting.

As tourist and convention bureau man Tom Hanlon says, 'We sell heat. And it sells.'

Norman Little (l) and Donald Webber



Man's day is never done



Richard Vidlak

He Cut Howard Hughes' Hair

San Francisco to Palm Springs is a long way to travel just to get a haircut, but when the barber is a veteran air traveler who used to cut Howard Hughes' hair, it might well be worth the effort.

Ken Duxbury has been cutting hair for more than 40 years now and says he is about ready to retire.

'I am sort of backing into retirement,' he says, 'I now work four days a week and next year, I may cut it down to three days.'

Ken is now a resident of Palm Springs. Well, sort of. He began spending the winters there about 15 years ago and like many other people decided to spend the warm summer months in more moderate climates. Like Lake Tahoe, for instance.

Born in Green Bay, Wis., and raised in Seattle, Ken began barbering because the finance company he worked for during the depression went out of business. For many years he cut hair in a shop at Boeing Field.



Among his more prominent customers he includes Howard Hughes, Red Skelton, Desi Arnaz, William Powell and early screen star Richard Arlen.

'I remember cutting Howard Hughes' hair several times back in the late '30s. He had gone to Seattle to pick up a plane from Boeing but it was not ready when

he got there. He stayed for a while and helped them work on the plane. He used to come into my shop in his dirty work clothes after spending all day on the job. I remember him as a real hard worker.'

Ken and his wife have a history with Air West also. In 1944, two years before West Coast Airlines flew its first passenger flight, Ken asked Nick Bez if he could buy the first two tickets on the airline. Bez said yes. Ken Duxbury and his wife were issued tickets number one and two on West Coast Airlines for that December 5, 1946, inaugural flight which got the country's local service carriers on their way.

Twenty years later, Ken and his wife were issued tickets one and two for the first West Coast DC-9 flight. 'We made that first jet flight from Seattle to Portland and it was just great. Our return trip to Seattle was made on a DC-3 and would you believe, it was the same DC-3 we flew in 20 years earlier.'

New Arrivals

John Palmer, manager of customer service training, reports that 7 reservation agents, 11 passenger service agents and 6 hostesses, were graduated from Phoenix training center and assigned stations in January. The customer service graduates, hometowns and domiciles are:

Los Angeles — Wilson W. Waggoner, Tucson, Ariz; Ronald V. Mikesell, South Daytona, Fla; Roger V. Grenier, South Attleboro, Mass; Michael Blank, Carson, Calif.

Las Vegas — Ralph T. Pizzella, Tooele, Utah; Bill Jewett, Las Vegas; William H. Hayes, Athena, Ore.

San Francisco — Jim Senstad, Bakersfield, Calif; Stanley W. Perry, San Mateo, Calif.

Ephrata — Peter A. Lough, Ephrata, Wash.

Palm Springs — Barry de Forrest, Santa Clara, Calif.

The 'res' agents are:

Loretta A. Smith and Vicki Peck, Seattle; Gayle Marie Lee, Sebastopol, Calif; Kathleen Elizabeth Davis, Gresham, Ore.

Linda Ann Babler, Milwaukie, Ore, and Louise Diesbrock, San Francisco.

New hostesses graduated from Phoenix training center in January:

San Francisco — Toni Jean Blanco, Los Altos Hills, Calif; and Lorine Butler, Little Rock, Ark.

Phoenix — Carol Ann Clevinger, Portland, Ore; Marilyn Dawley, Eugene, Ore; Kathleen N. O'Keefe, Point Mugu, Calif; Valerie L. Pratt, Fresno, Calif.

Las Vegas — Patsy Lee Wilkinson, Pendleton, Ore, and Phyllis Kaye Baker,

Snowball Party

More than 550 people attended Air West's night at the fifth annual Snowball Interline Ski Party at South Lake Tahoe and most agreed it was a great party.

The Air West festivities included a cocktail party and dance at the Sahara-Tahoe Hotel.

Jerry Arnold, manager of interline sales and master of ceremonies, was assisted by hostess Karen Galvin, Vonnie Whitwam, of the Sahara-Tahoe CTO, Jack Green-

Pilot Training

Fourteen pilots have completed their initial DC-9 qualification course at the Phoenix training center, James E. Clark, manager of ground flight training, has announced. They are:

Phoenix — Rex W. Boyd, Alex O. Cordes, Earl J. Lawlus, David L. Stoddard, Dale L. Turner.

San Francisco — Jack E. Cromer, Jack Furrer, Fred Merha, J. Robinson, Marv Yarnell, Harry Kelly.

Seattle — William C. Feringer, Ray Nelson, Leo R. Olbu.

Eleven first officers have qualified as F-27 captains:

San Francisco — J. R. Edixon, H. G. Friesen, J. Manocchio, J. E. Schnobrich. Seattle — R. E. Tracy, J. R. Swisher, Larry West.

Las Vegas — Neal Onstot, James H. Rhoades.

Phoenix — Norman Lindley. Unassigned — H. E. Prosch.

Four new pilots have completed initial F-27 training: Richard S. Bloemer, Gary

MAKING the delay out of delay messages

Is the flight on time?

This is a passenger question that hasn't always been answered correctly, usually because no information has escaped 'downline' stations about the existence of an aircraft delay.

And the reason the whereabouts of the plane has been kept such a dark secret on those occasions is not because of anyone's unwillingness to admit it isn't on time, but because the procedures for relaying information contain a built-in delay themselves.

Air West doesn't own all of this common airline problem, but it has had its share, and that is why the work of a study team headed by Nick Lauer, director of reservations, is regarded as so important in efforts to streamline system-wide flight communications.

Assisting Lauer has been Bob Semones, manager of maintenance control at Phoenix; Ralph Keele, director of flight control, John Puskarich, director of ground communications, Eric Wilson, director of stations, and myself.

It wasn't too difficult for us to spot the trouble. Our communications procedures suffer from diffusion. Flight infor-

mation, it was found, generally passes through seven relay points before it gets to the customer who is trying to determine whether to meet the airplane or stay home.

Here's how it can go:

A mechanical problem occurring to an aircraft is reported by the pilot to the maintenance crew at a station.

The mechanics inspect the aircraft, then telephone their findings with recommendations to Maintenance Control in Phoenix. Control discusses the problem with Aircraft Routing at the next desk and determines availability of relief aircraft. Then Maintenance Control calls Flight Control in San Francisco, and they decide what corrective action to take.

At this point the flight controller prepares a special passenger advisory forecast and has it teletyped to all affected stations. The information is then acted upon by operations personnel at the stations concerned, flight information is updated on visual displays, and reservations personnel respond to inquiries about Flight X with the new estimated arrival and departure times.

For the passenger who lives in the rural

area of Humboldt County, for example, this train of information is far too slow. He already has left for Arcata to meet the incoming San Francisco plane, which he had been told by Arcata 45 minutes earlier was 'on time.' It wasn't, of course, since it hadn't even reached San Francisco at the time he called — although no one in either Humboldt County or San Francisco reservations center knew it.

The Lauer group already has acted to help the man from Humboldt County and others like him.

A delay alert procedure was put into effect early in February. It requires a station to transmit an expedited message to Flight Control whenever an aircraft does not depart from the gate on schedule, or earlier if it is definitely determined that a delay will occur. Other stations on the flight route receive the same 'delay alert.'

Although the extent of delay is not reported in an alert, stations and reservations will be able to inform passengers to expect one. A follow-up SPAF will furnish more precise information when it becomes known.

Hail, Monterey

Monterey had the best record on the Air West system in December in the number of station-caused delays. In fact, it was perfect.

Eric Wilson, director of stations, said Monterey caused no delays during December while handling 5,088 passengers on 159 jet and F-27 flights. The station, which is managed by Fred Hykal, also boarded 6,941 pounds of freight and 12,918 pounds of mail.

Kingman, Ariz., managed by Rodman Ward, also had none of its 120 flights delayed by the station.

Other stations which caused no delays included Crescent City, Long Beach, Roseburg, Sun Valley, Tacoma and Lake Tahoe. Close behind were Oxnard, Prescott, Inyokern, Oakland, Paso Robles, Olympia, Santa Maria, Hoquiam, Tucson, Chico, Pocatello, Pullman, Lewiston, and Kalispell. Fewer than 10 per cent of their

flights were delayed by station problems.

The three Mexico stations enjoyed a perfect month also, Wilson said.

Los Angeles, while being the most congested station on the system, had only 14 per cent of its 1,180 flights delayed by station personnel.

Air Cargo

Worldwide cargo sales activity in general and Air West in particular will get a boost during 1969 when the plans of the air freight marketing group of Air Transport Association become effective.

According to Jerry Kitchen, Air West director of cargo, presentations to select segments of industry pointing up the time and money-saving aspects of air freight, a new sales brochure, and several world air cargo forums were among projects plotted by the group at its recent annual meeting in New York City.

Managers

Jim Zamensky, sales/service manager at Fresno, has been elected president of the Air West Managers Club.

Zamensky has assumed the reins of the newly expanded version of the company-wide management organization following his appointment by the club's board of directors.

The directors elected by the club's 182 members are Tom Chandler, Santa Ana; Ed LeShane, Eugene; Nicky Nick, Sacramento; Paul Shoaff, San Francisco; Jim Zamensky, Fresno; Ward Gross, San Jose, and Howard Parker, Santa Barbara.

Howard Parker was elected vice president and secretary and Chandler, vice president and treasurer.

The board presented a plaque to outgoing president Nick inscribed with the words: 'In recognition and appreciation for outstanding service to our organization.'

OUR MAN WITH THE CIGAR

Text and Photographs by Ken Jensen

There is more to jovial George Galvin than cigars and jokes about the English chambermaid.

At 53, Galvin is assistant to the president of Air West, and director of community affairs. But he is even more than that. Much more. Galvin is a graduate geologist, (U. of Washington, '38) the father of four, a veteran of General Patton's Third Army and above all, a first-class problem-solver and trouble-shooter.

It is in the latter category Galvin is at his best, although some will say his ability to handle a funny story is unsurpassed. It is Galvin's job to answer complaints from community leaders and governmental officials around the Air West system. As you may have guessed, his job has been a busy one.

Since July, Galvin has been pleading Air West's case and has been doing a fine job. A typical week recently took him to Eureka, Santa Barbara, Crescent City, Fresno, Brawley and San Francisco. Other days may find him anywhere on the system always doing the same thing, talking earnestly about Air West.

And though Galvin hears many, many complaints about the company, a more avid supporter of Air West cannot be found. He is sold on Air West and his personality — forceful but not overbearing, friendly but not solicitous — enables him to make other people also believe in it.

At Monterey a few weeks ago, Galvin was called on to explain what the local airport board called 'very poor service.' Speaking for the airport board was Alton Walker, its chairman. The discussion went like this:

Walker: 'We feel we are not getting the service we deserve. We have found Air West people being rude to us and we feel we deserve more attention.'

Galvin (sincerely and with a great deal of believability): 'I sincerely apologize on behalf of Air West for any rudeness on the part of our employees and for the somewhat unreliable service we have ex-

perienced since the merger were more than we anticipated.'

Galvin made his comments directly and honestly and the airport board listened. And they believed him.

Walker: 'We have called you Air Worst but we really want to call you Air Best and we believe we will someday.'

Galvin: 'We want it to be Air Best also and we are closer to it than you think.'

The talks continued around the heading of schedules and service to certain cities. The discussion concluded with this exchange.

Galvin: 'We have been remiss in not explaining to the public what our problems are and have been.'

Walker: 'We, at Monterey, thank you for coming and clearing up a lot of questions. You have given us a great deal of food for thought.'

In a conversation which began in an almost unfriendly, hostile atmosphere, Galvin had honestly presented a picture of what was happening to the company and the steps that had been taken to correct problems. The conversation ended with the airport board thanking Galvin for his presentation. All the board members shook hands and joked with Galvin as the meeting ended.

(One of the principal jokes was the fact that the Air West flight that George was supposed to arrive on had been canceled, and he, instead, had had to travel to Monterey on United Air Lines.)

The Monterey meeting was typical of what Galvin does several times weekly. 'It is my business to be informed about the problems and to tell communities what we are doing about them,' he says.

'A person with my job must be scrupulously honest with people. If you don't have the facts as they are known to be facts, you just don't say anything.'

And does he like answering criticism all the time? You bet he does.

'I love it. If I didn't, I would have been on the funny farm years ago. I like it

when we explain our problems. They don't like it but they usually accept it.'

After a recent talk by Galvin at the Rotary Club at Arcata, the club's newsletter carried this announcement:

'Now if you have an airline and have trouble running it and cancel flights and are off schedule and leave people on the ground when you take off and have lots of people unhappy and even upset — and then you have to explain the whole thing — get George Galvin to explain it. He did a fine job.'

Even though he excels as a trouble-shooter he has other interests. The biggest one is horses and riding and playing polo. 'I ride whenever I can because it is a complete change of pace. I'll learn to play golf when I can no longer get on a horse. Although the horse loses most of the weight, riding is still good exercise.'

In physical appearance, Galvin much resembles just what he is, a successful business executive who used to be a miner in Alaska. Always present is a cigar, pin-stripe suit, complete with vest and Stetson hat. His crew-cut hair and ruddy complexion reflect his association with the outdoors. His large frame moves easily and he generally gives the impression of being in a hurry.

Galvin's airline career began right after his graduation from college in 1939. 'I started making berths on United's old sleeper planes in San Francisco. After the war I came back in the sales department and finally joined Pacific in 1958.'

He has been in his trouble-shooting job for the past five years and in that time his family has just about grown out from under him. Daughter Ann is an Air West hostess, another daughter, Sue, is a junior at Chico State College. Son Mike is in the Marines and the remaining son, Pete, attends Palo Alto High School. Galvin's wife, Jean, is used to her traveling husband being gone.

If you can ever get Galvin to stop talking about Air West, ask him to tell you the one about the brigadiers or the



George is ready for an interview any time, any place

In Memoriam

Nick Bez, chairman of the board and the chief executive officer of Air West, passed away in Seattle Wednesday night, February 5, after a short illness.

He is survived by his wife, Lena, and two sons: J. Nicholas Bez, Jr., executive vice president of Air West, and John P. Bez, Seattle, who was associated with him in the fishing business that he headed.

Nick Bez was born in Yugoslavia in August, 1895, and came to this country in 1910. He was a pioneer and successful executive in two unrelated industries, seafoods and air transportation. In the latter, he founded two airlines: Alaska Southern Airways in 1931, which he later sold, and West Coast Airlines.

He incorporated West Coast in 1941 and it began operations December 5, 1946, as the country's first local service carrier. He was president and chairman of the board of West Coast until its merger into Air West in 1968.

He was the president of several fisheries firms, the principal one being Peter Pan Seafoods, of Seattle. He was a founding member and director of the Association of Local Transport Airlines, and was a member of many industry and fraternal organizations, among them the National Aviation Club, Air Transport Association, National Cannery Association, Association of Pacific Fisheries, B.P.O.E., Rainier Club of Seattle, Seattle Chamber of Commerce, and Seattle Yacht Club.

Last respects were paid at a concelebrated requiem high mass held February 12 at St. Joseph's Catholic Church in Seattle, followed by interment at Calvary Cemetery.