

AIR WEST 69news



JEAN



poring. She is willing to work and she digs in and keeps at a job until all the problems are solved.'

The 'she' Krema is talking about is Mrs. Jean Brown, a salt and pepper-haired grandmother who attends college part-time and serves as supervisor of ticket sales reporting at the Crocker Building in San Mateo.

Jean is in charge of training new people for her department, and according to Krema, is doing an excellent job. 'Jean is very patient with new employees and seems to get very good results. She is able to train them so that they can do their jobs without constant supervision.'

Originally hired as a statistics clerk nine years ago at San Francisco, Jean says, 'I like statistics very much, but I also enjoy training new people. I like the challenge it presents. Some of these girls have never even seen a ticket before. And I like to work.'

Jean is also taking an accounting course at San Mateo Junior College two

because her husband, Donald, retired from the Navy and the two of them got tired of seeing each other around the house so much. But she says it jokingly. Her husband now works as a safety engineer for the State of California.

Jean was born at Geneva, New York, long enough ago so that she has a 25-year-old married daughter who has a daughter of her own. Jean's blue eyes light up and her complexion gets brighter when she talks about that granddaughter. Does she try to spoil her? You bet she does. As Jean puts it, 'It's a grandmother's privilege to spoil her grandchildren.'

About Air West, she says, 'This is a very interesting company. There is a lot going on and the company is just going to grow, I can see nothing else. We've had our ups and downs but we've been through them together, like a family. The company has such a potential.'

With people like Jean Brown, we can see why.



HAROLD

'Other than being a millionaire,' says Harold Snider, 'I am more than satisfied with what I am doing.'

What Snider is doing is instructing Air West maintenance personnel at the training center at Phoenix.

'I think most instructors feel they are accomplishing something by teaching. In some way we feel we may be responsible for making Air West into a better airline. But when things go wrong, which we don't like to think about, we always try to find out if our instruction has had anything to do with it.'

Snider joined Air West in 1954 as a mechanic at Las Vegas. He went there after three years as a mechanic for Northwest at Seattle and four years in a steel mill, also at Seattle.

'I started going to A and P school while I worked in the mill because I felt I needed a trade.'

Ernie Winn, manager of maintenance training, already was working at Las Vegas when Snider joined up. In 1963, Winn asked Snider to become an instruc-

tor. 'I picked Harold when I had a choice of others because he stood out so much.'

Snider has been instructing ever since.

Says Winn, 'Some of his students may be taken a bit aback when they find out he doesn't stand for any horseplay in the classroom. But once they get out of class, they realize they have learned something.'

'Snider appears to be easy-going, and he is, except when he is in class. Then he doesn't leave room for questions or doubt on the part of the students. He is definitely a man of detail, which any good instructor must be. Anything he is assigned to is well taken care of.'

About his work, Snider says, 'This is a good department because everyone in it is a good worker and knows what he is doing.'

The indicators which point to Snider being a man totally devoted to his work are not entirely accurate. 'I could be an excellent loafer,' he says.

But it's obvious he doesn't loaf in the classroom.

ALL IN FUN

Being a pilot, especially a helicopter pilot in Vietnam, is serious business. The men who fall into this category sometimes have a difficult time mustering up a sense of humor.

That's not the case with Burt Dupree, cartoonist, first officer, designer, architect and combat veteran, both of the ground and air war.

Between his duties as an Air West F-27 flight officer, Burt is going to be drawing a few cartoons for the Air West Employee News and his unique sense of humor undoubtedly will reflect some of the aspects of airline life familiar to most Air West employees.

Burt has been torn between two masters for almost 15 years. At Texas Tech College, he majored in architecture and has subsequently taken courses in commercial design. While in college at Lubbock, Burt and a roommate bought a used airplane and learned to fly. When he graduated, Burt joined the Army and was trained as a pilot.

For the next four years he flew helicopters and fixed-wing aircraft over most of South America for the Inter-American Geodetic Survey. 'I became a real tourist,' he says, 'because we flew into places most people have never heard of. Off the beaten track wasn't the word for it.'

Then Burt was sent to Vietnam where he won 18 Air Medals for flying more than 450 combat missions in an armed helicopter. 'I was never shot down,' he says, 'but we got shot at many times and the helos usually took a few hits.'

If flying over the war wasn't enough, Burt also saw the underside, as a Pathfinder. A Pathfinder is a special advanced reconnaissance man who goes into an area ahead of the main attack force to find and report where the enemy is and what he is doing.

'We got into some tight situations and once got surrounded by the Viet Cong. Just when things were looking very grim, we were rescued by an armored personnel carrier. From that point on I decided the war was much better from above.'

Burt's radio call sign when he was a



Burt Dupree sizes up his model, Jill Dalzell, an Air West secretary

can now be found sketched into all Dupree cartoons.

When Burt returned from Vietnam he was assigned to the Presidential Flight Detachment at Johnson City, Texas. There, as Burt puts it, 'we'd set around all day inside a helicopter just waiting for someone to decide to go somewhere.'

His passengers there included President Johnson's daughters, Luci and Lynda, former secretaries of defense and state McNamara and Rusk and presidential as-

pilot for President Johnson, although he saw him several times.

Since 1966, Burt has been with first Pacific and now Air West at San Francisco. Soon to be upgraded to DC-9s, Burt says of Air West, 'I think our potential is tremendous. I don't think we can be held back.'

About his art work, he says, 'I think I can express a feeling or mood better in pictures than in words. And people seem to enjoy the finished product as much as

The storms which thrashed the Pacific Northwest during the past two months will probably go down as the worst in 75 years.

So bad was the weather, which included mountainous snowfall, extreme cold, fog, freezing rain and wind, that Air West canceled 896 flights between Christmas and February 19.

Probably the hardest hit by the storms was Eugene, Ore. Snow began falling the morning of January 24, and kept on falling at the rate of an inch an hour continuously for the next day and a half. When the storm eased up, Eugene was almost completely closed off to the rest of the world. Thirty-eight inches of snow lay on the ground at the airport. An Air West DC-9 was stuck at the field and the city had no snow removal equipment which could cope with the tremendous fall.

Ed LeShane, sales/service manager at Eugene, says, 'We had been spared by the earlier storms and were beginning to feel lucky. But then it happened. Flight 748 came in with a nose gear problem that evening. We felt we could fix it and have it on its way the next morning. But by morning, it became clear that the plane was not going anywhere. The passengers were later bused to Portland.

'Nothing in town moved. We had no flights for a week and our stuck DC-9 did not get out until the next Friday night and even then it was at the last possible minute. One agent, Chuck Hiatt, tried to ride his horse to the airport but even it could not get through. Two men from Portland, mechanic Bob Cox and fueler Gary Courtney, drove down in a four-wheel drive truck to give us a hand. That 130-mile trip took them a day and a half.'

Portland was spared somewhat during the late January storm but had suffered measurably between Christmas and New Year's. Sales/service manager Terry Hunter says, 'The snow at my house was four feet deep and I couldn't get out for three days.'

For Portland, the problem was more cold than snow. Says Hunter, 'The Port of Portland did an excellent job of clear-

ing the runways and keeping the airport open. But we had 35-knot winds and a 9-degree temperature and that adds up to a chill factor of about 35 below. United had seven jets in here at one time with about two inches of ice all over them. We had two with about an inch of ice but



Digging out at Eugene

were able to get them out before they were completely bogged down.'

Two Portland agents, Roger Evertt and Gene Tracewell, drove around in a four-wheel drive vehicle picking up other agents so they could get to work. Says Hunter, 'We put 800 miles on that truck in one week just picking up our own people. It was impossible for anything less than a four-wheel drive truck to move around the city for awhile.'

Agent Jack Mills, of Portland, had to abandon his houseboat because of the ice on the river. The boat suffered some damage.

M. K. Williams, regional station manager at Seattle, says 'The storms around New Year's crippled our operations terribly. Not many people got to work on the 31st because of the 12 inches of snow on the ground. We would put a plane in the hanger to get it ready to go and when it was wheeled out, it would freeze up again before it could get off the ground.'

Boeing Field, which boarded 12,383 passengers during December dropped to 1,370 in January.

Jack Whitehill, sales/service manager at Spokane, says, 'This year has not been exceeded since 1888 as far as bad weather goes. We have had 48 inches of total snow fall since December 18

Says Whitehill, 'It got down to 25 below at one time and there was a period of about a week where the temperature actually never got warmer than 10 below. When it wasn't snowing, it was so cold we couldn't keep the planes thawed out. Everything was in slow motion. We had to do things two or three times to get them done. It snowed sometime almost every day between December 18 and the end of January.'

Eldon Booher, a Spokane senior agent, was snowed in for three days at his house.

Whitehill says the airport got two new pieces of snow removal equipment last fall. 'I would hate to think what it would have been like without them. There were only portions of two days when the airport was closed and those were times when the snow fell faster than the trucks could move it away.'

Even Kalispell, which expects Rocky Mountain weather to be rugged, was walloped harder than expected. Air West manager Bob Price was snowed in at the airport an entire weekend. Monday the blizzard eased, and he got home again. 'Just in time,' he says. 'The coffee shop was out of food.'

Philosophically, Cliff Magnuson, superintendent of flight control at San Francisco, says, 'In some respects, we have been lucky because we haven't had as much fog as usual, especially in the central valley of California. But I must say I have never seen so much bad weather so widely spread.'

'The weather was so bad New Year's Eve,' says Perry Jackson, then district sales manager at Portland, 'that Portland bars had hardly any people in them.'

That's bad.

— Jensen

More passengers; more cargo, too

Air West increased its air cargo tonnage 30 per cent last year over the amount handled by its three pre-merger partners.

This paralleled a 22.8 per cent increase in passenger revenue miles and resulted from the same two factors: more and larger jet equipment, and a larger, higher-quality route structure. More of the same growth is anticipated.

The 1968 cargo movements totaled 3,467,906 ton miles for all types of mail and freight. This was an increase of 800,767 ton miles over the amount han-

dled in 1967.

The biggest percentage gain was in first class mail. The U.S. Post Office Department shipped 85 per cent more pounds of first class mail via Air West than in 1967.

Although there was less of it in terms of weight, U.S. air mail traveled farther on Air West and ton miles in that category rose 18 per cent.

Air freight ton miles climbed 392,000 to a total of 1,853,000, an increase of 27 per cent.

Air West's 3,000,000 passengers trav-

eled a total of 740,446,000 revenue passenger miles, compared with 602,980,000 in 1967.

Air West is scheduled to take delivery of three Douglas DC-9 'super 30' twinjets in March and April, in addition to seven already in operation.

Also, in the past year Air West added 2,700 miles to its system and it now stretches 9,980 unduplicated route miles. These are among factors underlying the forecast for further gains in both freight and passenger sales this year.

Training

John Palmer, manager of customer service training, reports that 5 passenger service agents and 15 hostesses were graduated from Phoenix training center and assigned stations in February. The passenger service agent graduates, hometowns and domiciles are:

Las Vegas — Roger Land, Mesa, Ariz.; Kenneth Schrader, Adrian, N.D.

San Francisco — James Evans, Waterloo, Ill.; Timothy McCoy, Petaluma, Calif.

Seattle — James Johnson, Bridgeport, Ohio.

New hostesses are:

Las Vegas — Sharon Brinkley, Clovis, Calif.; Glenda Stone, Millbrae, Calif.; Melodee Black, San Jose, Calif.; Natalie Loader, Sacramento, Calif.; G. Diane Namanny, Blue Diamond, Nev.

Phoenix — Linda Immerfall, Phoenix, Ariz.; Joann Pankratz, Brooklyn, N.Y.

Seattle — Cheryl Kidrick, Bremerton, Wash.; Karlene Ross, Seattle, Wash.; Linda Wheeler, Porterville, Calif.; Leslie Maddux, Long Beach, Calif.; Barbara Kucera, Glendale, Calif.; Nancy MacMillin, Phoenix, Arizona; Barbara Strait, Manteca, Calif.; Arlene Correia, Sunnyvale, Calif.

Ernest L. Winn, manager of maintenance training, reports that the following personnel have completed maintenance basic indoctrination:

Phoenix — Harvey Campbell, G. Denison, E. Greene, R. Harkness, R. Hay, C. D. Laughlin, A. K. Pagett, J. N. Lindenfesler, J. Moore.

Las Vegas — R. B. Milligan

Maintenance and Engineering

Correspondent: Clyde Kastenbader

Tom Meushaw, director of production control, has completed a project that will keep Air West planes under surveillance in Phoenix in the same manner as flight control plots hour-to-hour aircraft movements in San Francisco.

The new routing board, in fact, duplicates the one at San Francisco flight central, and will be maintained similarly with the help of teletyped departure information from the stations.

The plot is set up starting about 5 a.m. each day after maintenance has confirmed the availability of aircraft for service at the various overnight points. It takes about two hours to post all the day's flight lines.

The routing board will expedite handling of aircraft problems which require coordination between the dispatchers and aircraft routing and maintenance control personnel in Phoenix. Delays should be minimized.

Promotions and transfers:

San Francisco — James A. Anderson and Chester F. Moller, mechanics, to assistant district managers of maintenance; Jim N. Heaton, parts expeditor, Phoenix, to supervisor of aircraft supply.

Phoenix — Joe Brunn and Robert Evans, foremen, to assistant district managers of maintenance; Bert Thiele, foreman, to lead mechanic; Wiley J. Parker, technical writer, to inspector; Robert Ragan, production control, to foreman; Robert Towner, inspector, to foreman;

Norval E. Doddridge, maintenance control, to lead mechanic, Salt Lake City; Dale Dunson, mechanic, to Las Vegas.

New hire — Wayne C. Blanchette, mechanic, Las Vegas.

Lew Knerr, assistant vice president, engineering, has appointed Levi Thornhill acting manager of service engineering, a new position coordinating technical services engineering activities.

He will assist Jack O'Dell, director of quality control and 'tech' services, along with Jack Murnane, power plant engineer.

Engineering technicians in Thornhill's group are Robert H. Akey, Jonathan W. Lodwick, Harry F. McCreary Jr., and Roger B. Weselmann.

Pancing and bowling are among activities scheduled by the Phoenix Air West Employees Club for its more energetic members.

Ken Phillips, economic analyst in production control, says the club's rodeo dance March 14 ought to be an outstanding society event. Just the fact it will be held in Bud Brown's barn is guarantee of that.

The affair will be costume, and prizes will be awarded by the Phoenix Jaycee rodeo queen to the 'best' western dress.

Following up that event will be the first annual Air West bowling championship. Joe Vietri, senior inventory analyst, expects to fix on April date.

Hard Sell

Put four regional sales managers in a room with their bosses and an assistant vice-president and then ask them who needs what for where, and when, and you are bound to get some reaction.

That reaction was caught by the cam-

era of staff photographer Ken Jensen as the four managers, Don Boyle, San Francisco; Jim White, Phoenix; Mike Keeping, Los Angeles, and Rusty Rostad, Seattle, met with general sales manager Dick Neal, assistant general sales manager Vern Chase, and John Lindsay, assistant vice president for advertising and publicity.

The regional managers had gathered at

San Francisco to tell Lindsay and the McCann-Erickson advertising agency about their local market problems and how they felt advertising could help them. Lindsay and the ad agency, in turn, told the regional managers what was planned, and explained why some areas have a heavier concentration of advertising than others.



John Lindsay



Jim White and Mike Keeping



Rusty Rostad



Keeping



Don Boyle



Don't Dial 9

Let's say you are a supervisor in XYZ department at the San Francisco general office, and you make a great number of telephone calls throughout the Bay Area in the course of a business day.

And let's say you make these calls by dialing '9' for the outside line and then simply dialing the number you want. You, Mr. Supervisor, are costing the company money which need not be spent — probably because you didn't read the simple instructions printed in the Air

West telephone directory.

It's not only supervisors but secretaries, clerks, directors, mechanics and agents who are not using the proper access codes for dialing on outside lines. And the problem is not limited to San Francisco. Los Angeles is the other sore spot in the phone bill.

John Puskarich, director of communications, says 'Message units in San Francisco alone costs us more than \$2,600 a month. What makes it bad is that almost

\$2,000 of that amount could be eliminated if people would use the access codes'.

The operation is simple and the line is never busy. From the GO to San Francisco, the code is 81; to San Mateo, Redwood City, Palo Alto or Woodside, it is 82; and to Sunnyvale, Mountain View or San Jose, it is 84. To get a number in any of these areas, dial the appropriate access code and wait for the dial tone. It will save the company a lot of money.

FOOD ALIKES

Most regional airlines have the same problems when it comes to catering and Stan Goc, manager of cabin services, is now more convinced of that than ever.

Goc just returned from a regional conference of catering officials of the nation's regional carriers at Minneapolis. 'We all have just about the same problems,' he says. 'It's either that the flight kitchens lose our equipment or that food service equipment has such a low priority on the maintenance repair list. It's the same all over.'

One device which was illustrated at the conference was a new type of insulated serving tray which could be prepared hours before a flight, complete with hot entree and cold dessert and have both remain at the desired temperature until served. The trays stack directly on top of each other and act as insulators.

Goc named eight Air West employees who have assumed additional catering responsibilities at their stations. They are Tom Reedy and Bob Dearing, Los Angeles; Jim Moore, Salt Lake City; Don Pugh, Tucson; Joe Miller, San Francisco; Roger Evertt, Portland; Mike Brown, Spokane; and John Lindsay, Seattle.

With a 10,000 mile system covering eight western states and Canada and Mexico, you might think Air West has pretty well covered its operating area.

But that's not necessarily true.

Air West currently has seven active route applications pending before the Civil Aeronautics Board. One of the largest and most involved would transfer route authority now held by United Airlines to Air West. That authority is between San Francisco, Oakland, Reno, Elko, Ely and Salt Lake City. In conjunction with the request for transfer of authority, Air West has asked the C.A.B. for nonstop authority between Reno and four other cities: Salt Lake City, San Francisco, Seattle and Portland.

Another route case which has the recommendation of a C.A.B. examiner but not final approval, would provide nonstop authority between Seattle, Portland, Spokane, Boise and Salt Lake City on one hand, and Denver on the other.

Other pending cases include:

—Pacific Northwest-California non-

ROUTE CASES

stop service between San Diego, Los Angeles, San Francisco, Portland and Seattle and satellite airports.

—Northwest-Phoenix service involving nonstop authority between Portland and or Seattle to Phoenix. Air West currently offers one-stop service between these points.

—Service to Salt Lake City, involving nonstop service between San Francisco, Salt Lake City and Chicago.

—Additional service to San Diego, providing nonstop authority between San Diego and Denver.

—Route consolidation in northern California and Oregon, a non-competitive case which would bring together route authority originally awarded to West Coast and Pacific Air Lines.

—San Francisco to Guadalajara. Also, the addition of Yuma to the Mexico route.

—Albuquerque and Dallas service.

Hearings on one of the largest and most complex applications, the passenger-rich Pacific Northwest-California case, will begin March 25.

Their ears should be burning

Their ears should be burning.

Air West passengers are being talked about frequently these days — but those doing the talking are foregoing gossip for constructive self-criticism about the kind of treatment air travelers are getting, compared with what they ought to get.

A 'customer handling committee' head-

ed by Kip Wharton, assistant to the vice president of marketing, is approaching the passenger convenience study from every possible angle: the chief objective at the moment, however, is time conservation at the ticket counter and baggage claim area

Members of the committee include Joe

Aspitarte, director, revenue accounting; Larry Curns, director, customer service; Russ Fields, manager, passenger services; Bob Hill, assistant vice president, traffic; Nick Lauer, director, reservations; Sandy Miner, supervisor, ticketing procedures; Eric Wilson, director, stations, and Mike Wilson, director, passenger revenue

REPORT FROM TUCSON

Tucson and Air West are about to celebrate their first year of working together. And it has been a fairly productive period.

Air West jets began serving the Tucson International Airport on April 1, 1968, and during that first month carried 3,629 travelers. Through the remaining nine months of 1968, 35,953 travelers boarded Air West at Tucson.

Shortly after service to Tucson began, Air West began its flights into Mexico with the southern Arizona city as the gateway. The Mexican service makes the Tucson operation unlike any other station on the Air West system.

Jack Kearsse, sales/service manager, says, 'This Mexican operation is one of the most unique things I have ever run into. We have to deal not only with the airline problems, but with customs and health and everything else, including two governments, the Mexican and our own.'

'It takes 180 individual pieces of paper for each Mexican flight and they each have to be 100 per cent correct. The Mexican government will not allow us to make mistakes.'

Kearsse and his crew are also exposed to many unusual pieces of freight. On the day of my visit, they were handling a shipment of honey bears, lizards and leopards. But, says Kearsse, 'we get many other things. Like the other day we shipped an airplane engine and an addressograph machine to Mazatlan.'

And Tucson's flight problems are compounded by passengers who arrive expecting to go to Mexico without a tourist card. 'We have enough to do on just the routine matters without having to help a passenger get a tourist card. This is something which should have been handled by the passenger's originating station or originating airline.'

Tucson also is in a position to be able to board passengers on direct flights to almost any part of the system. From southern Arizona, travelers can jet to southern California, Salt Lake City, the Pacific Northwest, without a change of plane.

There are 28 people on the Tucson staff and this may seem large for 11 daily departures but Kearsse feels he could use a hundred people when problems spring up with the Mexican flights.

'We have to have a Spanish-speaking agent on duty at all times and it takes almost a double shift to handle the Mexican flights,' he says.

When Air West moved into the beautiful rock-constructed airport terminal, the building was already crowded. As a result, Air West's counter and office space turned out to be the last corner of the building. The counter itself appears to have a usable working space of less than eight feet. And the cargo office is a mobile home converted into about 10 square feet of freight storage space with a little left over for record-keeping.

Tucson airport officials realize their space problem and have announced plans for a new air freight facility which is to be completed later this year.

On Air West's future at Tucson, district sales manager Walt Steckline and sales representative Robin Converse are both sold on the potential of the Mexican service. Says Steckline, 'When we can get good connections from the Northwest into Mexico, we'll see a real market expansion.'

Assisting in running the Tucson operation are three chief agents, each with more than nine years in the airline business. Don Pugh worked for Bonanza at Phoenix and Salt Lake City after he started in 1961. Charles Campbell began his career at Phoenix with Bonanza in 1960 and Robert Scott started one year earlier.

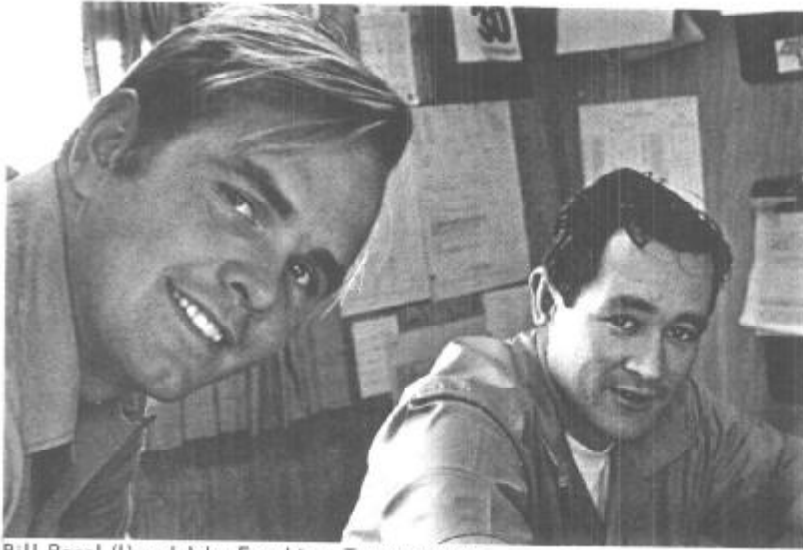
Working with these men are agents Joe Lewis, Carl McGuire, Jack Murphy, Ed Untch, D. T. Miller, John Enneking, John Austin, Herb Shingler, George Bradley, Bill Pagel, Gary Warner, Alex Reyes, Mike Reid, Raul Salgado, Gerald Toci, Robert Justen, Don Wages, Tom Purpus, Arnold Sheffield, Charles Davies and Bill Brandon.

There are also three mechanics at Tucson and they may have the best working



Alex Reyes, Tucson sales/service agent

Text and photographs by Ken Jensen



Bill Pagel (l) and John Enneking, Tucson agents



Pagel dons hard hat for cargo work



Jack Kearsce, station manager, with Walt Steckline and Robin Converse



Mike Reid (l) and George Bradley

Befort and Gerald Roelle all come to work at 11 p.m. and work through the night. Their working hours have nothing to do with the summer heat, which by the way, is not as great as you may suspect. They work nights because there are planes which overnight at Tucson and need to be serviced.

Grindall, who lived in the Bay Area 15 years before moving to Tucson in November, says, 'The first thing I noticed was the quiet at night. At San Francisco we got so used to always hearing something moving or an engine running. Here, it's different.

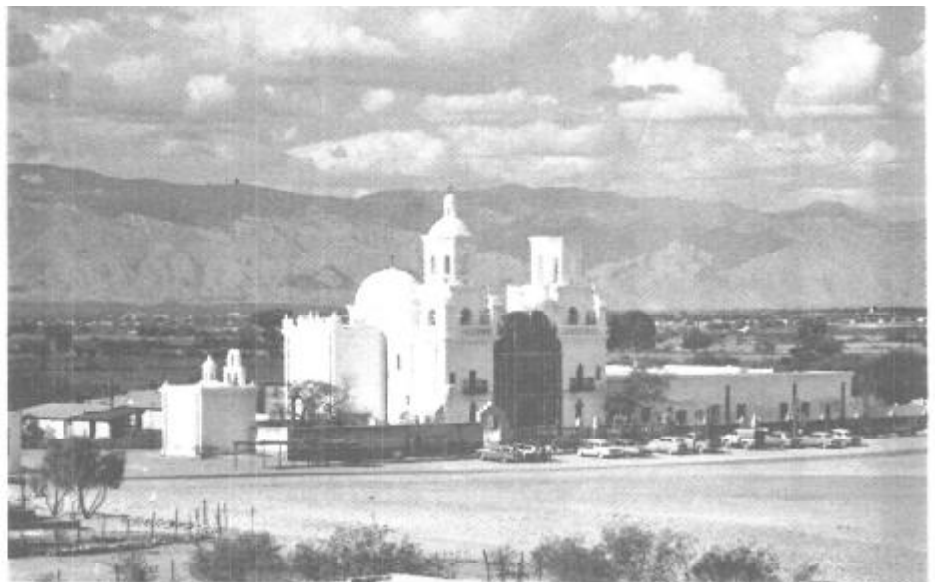
'It's not unusual at all to see coyotes playing around the airport at night and once in a while when we are eating lunch in the maintenance trailer, one of them will move in close and set up a howl. It was a bit spooky at first but not so much any more.

'Another thing that was strange to me was seeing the sun come up every morning. Around the Bay Area I was used to a mist or fog in the morning and seldom did I actually see the sun come up. Even my five kids mentioned that they could see more stars here and that the days were so much brighter.'

Grindall describes the night shift this way. 'When we get here at 11:30, there is an F-27 waiting for us. We get to work on it and usually get the daily checks done by 1:30 a.m. By that time a DC-9 is on the ground and we start right in on that. That usually takes till 5:30 or 6 and by that time the station is open and we help the agents get the F-27 ready to leave.

'Being a family man, I much prefer working in the day, but this isn't that bad. It's peaceful and quiet and that makes it a good job.'

If you have never lived in the desert you cannot imagine the fresh, scrubbed clean smell of the desert at night; the sound of millions of desert animals moving about in the darkness; the absolute clarity of a billion tiny diamonds called stars laid out on a curtain of blackest velvet. It would almost be excusable if this night crew were a bit slow in their work. They have such magnificent surroundings in which to do their job.



Mission San Xavier del Bac

Air West DC-9s fly nonstop from Tucson to Los Angeles, Phoenix, La Paz and beyond



THE DESERT'S SWEET PERFUME

The sweet perfume of the desert in bloom is unsurpassed by any fragrance in Mother Nature's exquisite world. Nowhere is that redolence more obvious than in the valleys and meadows which are Tucson, Arizona.

The atmosphere is so favorable that scientists feel the area has been inhabited at least 10,000 years. But it is more than the perfume of the desert that has kept people there so long. Perhaps it is the moderate climate, actually cooler in the summer and warmer in the winter than most desert settlements. Or maybe it is the closeness of high mountains, verdant forests and flowing streams. Or the abundance of minerals in the soil. All these factors no doubt contribute to the popularity of the area. A popularity, incidentally, which should expand rapidly in the very near future.

The first permanent dwellers of the Tucson area were the Hohokam pre-Columbian Indians, who came about 1200 A.D. The tribal members were probably the first humans to use the techniques of irrigation for farming. The Hohokams were succeeded by the Pima Indians, who were in turn succeeded by the Spanish, Mexican and American people.

Padre Eusebio Francisco Kino, explorer, scientist, missionary and church builder, visited the Indian settlement of Bac just south of the present city of Tucson in 1692. Eight years later Kino laid the foundation for the first church, which he named San Xavier. That church was two miles north and 100 years earlier than the present Mission San Xavier del Bac.

San Xavier is the outstanding feature of the Santa Cruz Valley landscape, rising gleaming white against the dark desert background.

The drive to the old mission takes less than 15 minutes from downtown Tucson. Three hundred years ago, the same trip took all day by horse or mule. The contrast I found was amazing. As Air West district sales manager Walt Steckline and I drove to the mission in his air-conditioned, 300-horsepower car, Mexican and

Indian residents of the area brushed the dirt floor of their mud huts with brooms made of sage and mesquite; children played among relics of wagons long broken; workmen led burros stacked high with wood on a 5-mile trip that must have taken them all day. At that same time I prepared to catch a plane which would take me a thousand miles in a matter of hours.

Walt's car passed within a few yards of the mission cemetery. This graveyard was unlike anything I have ever seen; long rows of dirt mounds entombing the body of a Mexican or Indian, occasionally interspersed with a much smaller mound covering the bodies of children. There was no grass or weeds in this cemetery, only crosses made of ironwood and mesquite with dirt swept clean by peasant or desert breeze. In one corner was a stone grave marker surrounded by an iron fence.

At the mission, Walt parked his car next to a thatched shelter under which churchgoers tie their donkeys to protect them from the sun. Across the street was the parking lot for automobiles and overhead flew jetliners on their approach to the Tucson Airport.

With Walt and district sales representative Robin Converse, I toured Tucson and in that trip we passed the spot where the first outpost stood. It is now the location of the city courthouse. And Main Street, on which we drove, was the route of El Camino Real, the Royal Road. It was because of that old road, stretching thousands of miles from Mexico City to San Francisco, that the stockade was built, as a protection for travelers against Indians and highwaymen.

The Mexican government took over from the Spanish in 1821 but the move was hardly noticed at Tucson, since the Spanish commander there became the Mexican commander of the same garrison. The people appeared more interested in surviving than in the politics of Mexico City.

The first Americans to visit Tucson were members of the Mormon Battalion,

an army of Mormon pioneers called to fight in the Mexican War. The troops occupied the Tucson garrison for several days and then moved on without ever firing a shot. Southern Arizona did not become part of the United States until the Gadsden Purchase in 1854 when plans were made for a southern route of the transcontinental railroad.

Mark Aldrich of San Francisco was the first American resident of the area and also the first American mayor of the city.

Other events, the discovery of rich silver veins, the California gold rush, copper mining and the completion of the railroad, the spread of farming and ranching, brought more and more people into the Santa Cruz Valley.

Those industries, silver and copper mining, the transcontinental railroad, farming and cattle ranching, made Tucson grow into what it is today. And it is those same industries which dominate the local economy now.

But the city has also expanded into a thriving community about to step into what should be a spectacular period of growth and development. The ingredients are there. Talent, land, industry, transportation and education are all present and all are positive factors in the community. Tucson has close ties to the military, it has a major university, mineral development and adequate transportation.

The city is not, however, willing to accept growth that will destroy the clear skies and clean water.

Walt Steckline says, 'There may be ten industries which want to come in here but there might be only one which meets the community's requirements.'

Russell L. Soden, business manager for the Chamber of Commerce, says, 'We want clean industry which will not interfere with our climate and atmosphere. We have a \$126 million tourist industry and we don't want anything to interfere with that. We are on the verge of a boom. Everything points to a very strong economy. I guess you could say we are just waiting for the whistle to blow.'

—K.J.

More feathers in their caps

'It was an extremely hectic day at Los Angeles International Airport with everybody returning from vacation. My wife and I were on our way to Salt Lake City on Air West — which flight was eventually canceled.

'Despite the crowds, confusion and general uproar, one of your senior agents, Don Crowley, took the time to give me assistance in removing my bags from the plane and getting me over to Western to catch another flight.

'This extraordinary courtesy and gesture of goodwill and public relations can only assist in bettering the Air West operation.' (President of a Santa Monica firm)

'I would be remiss if I did not express my appreciation of the Air West flight crews and ground personnel in the Pocatello, Idaho, area. Their unselfish attitude, friendliness, and spirit of cooperation is a most commendable reflection upon your organization. My relationship with Air West this past year has been extremely satisfying, and I am looking forward to many more years of continuous association.' (Radio station employe, Pocatello)

'When we were delayed at Grand Canyon because of engine trouble, we received excellent attention and courtesy from Harry Kilbridt, a member of Air West's staff. His courtesy and help were outstanding.' (A traveler from Scottsdale)

Non-routine

An Air West F-27 made a successful emergency landing at Salt Lake City February 25. What took the landing out of the routine was the fact the airport had been closed because of near-blizzard conditions and the plane was flying on only one engine.

Flight 471 left Twin Falls bound for Salt Lake City with 27 passengers. When the plane arrived over the Salt Lake Area, snow was falling so fast the runways could not be kept clear. The flight then turned back towards Twin Falls.

A short time later, the right engine developed gear box trouble, overheated and was shut down after a fire warning light came on. Captain Don McCraven

'I would like to commend a customer agent of Air West, Jerry Evans, for being so very helpful and pleasant to me while in San Francisco airport. I arrived there that afternoon on a competitive airline and due to bad weather I missed my connecting flight to Fresno.

'I transferred to Air West and tried unsuccessfully to get my baggage transferred, with only a few minutes until flight time and a long walk to get there. I decided to forget about the baggage.

'When I reached the loading gate I told Mr. Evans my problem and he called to ask for a rush on the baggage transfer, and gave me instructions what to do if it didn't get on the plane. When I landed in Fresno my baggage arrived with me. For this I'm grateful, since I live 90 miles from the city.' (A Springville, Calif., woman)

'I want to commend one of your employes, Miss Rene Tatham, an Air West customer representative at San Francisco.

'We had come in on a United flight from Hawaii and expected to receive a dog arriving from Denver about the same time. While my wife went to air freight to arrange a transfer to the Air West flight to Eureka, I checked the rest of the family onto the flight. My wife returned with the story that no one could find the dog. Miss Tatham offered to help and after five phone calls found the dog and ar-

ranged to have it transferred directly to your aircraft. (A Eureka resident)

'My business requires my flying approximately 25 times or more a year and when I am given extraordinary service such as your most able and courteous employe, Bob Scott, Air West customer agent at Tucson, I feel such service deserves to be complimented! He did all in his power to arrange a connecting flight for me in a most commendable manner.' (An insurance agent, Beverly Hills, Calif.)

'I flew Air West from Phoenix to Los Angeles. Your stewardess, Karen Neff, was courteous and efficient, but the things which set her apart from so many of the stewardesses I have flown with over the years and on many airlines were her cheerful attitude and her smile. This was very much appreciated on an early morning flight which was the first leg of an all-day trip to Hawaii.

'Miss Neff deserves recognition for the excellent public relations job she is doing for Air West.' (A golf course architect, Maui)

'Just a note to let you know that one of Air West's agents, Bill Scanlon, Las Vegas, should be commended on his attitude and cooperation in the performance of his job. We see too few people of his caliber these days.' (Air Force captain)

Robbery

Three persons have been charged in connection with the theft of \$11,400 in travelers checks from the Air West credit union office at Phoenix.

The three, Charles Donaway, Donald Jewell and John Zedell, were arrested after Jewell and Zedell were discovered cashing the checks at Las Vegas. Donaway, a foreman for Cleanup, Inc., the contract cleaner for the Phoenix general office, was arrested the next day.

Robert Bauter, director of security, said the theft of the checks had taken place over a two-week period

Bauter also said the accounts payable office at Phoenix had been robbed of about \$400 cash.

Cake Cutting

There have been five Air West managers at San Jose since 1947 when tiny Southwest Airways inaugurated service from Moffett Field.

The reigning leader at the booming Santa Clara County station, Ward Gross, invited two of his predecessors in for cake and tea when Air West celebrated the 20th anniversary of its move from Moffett to Municipal Airport.

Joe Ameral, who was the original manager (left), and his successor, Dale Jensen (right), are now thriving San Jose businessmen. They and Gross were joined in reminiscences by Ray Costello, assistant vice president, industry affairs; John Lindsay, assistant vice president, advertising and publicity; and George Galvin, director of community affairs.

Also in attendance was James Nissen, San Jose airport manager, who has held a key role in development of the air industry there throughout the entire tenancy of Air West.



Ward Gross with guests Joe Ameral (l) and Dale Jensen

Credit Union

Merger of three credit unions into a single Air West credit union has been delayed.

One major block to the proposed merger is conversion of the Pacific Air Lines Credit Union from a state-regulated organization into a federal unit. But John Malloy, president of the organization, said ballots asking conversion have been mailed and results will be announced at a general membership meeting March 19 at San Francisco.

Malloy said once Pacific becomes federally regulated, a plan will then be set up whereby the three credit unions will merge into one.

All three credit unions have elected officers for the coming year. The Pacific officers are: Malloy, president; Bill Haas, vice president; Bernard Hallock, treasurer; and Irene Hobson, secretary. West Coast officials: George Pomeroy, president; Ken Hobby vice president; Wallis, treasurer; Joe Aspitarte, assistant treasurer; and Mary Ames, secretary. The new Bonanza officers are: Jim Mara, president; Bernie Novia, vice president; Mills, treasurer; and Leota Hight, secretary.

INTERLINE NEWS

Special hotel rates to Air West employees have been announced by several hotels, motels and lodges around the system and elsewhere.

Jerry Arnold, manager of interline sales, says the Commodore and Olympic Hotels, both at San Francisco, have announced rate reductions of 25 and 50 per cent, respectively. The Commodore International will give confirmed reservation and a 25 per cent discount to Air West employees and members of his family. The Olympic will give a 50 per cent reduced rate on its 3-day, 2-night package on a space available basis.

At Las Vegas, the Savoy and Mansion Manor hotels are offering a rate of \$8 for a double room through May 31

The Ivanhoe Motel, near Disneyland, is offering a 15 per cent reduced rate to Air West employees.

The Potlatch House at Sitka, Alaska, is offering a 50 per cent reduced rate year-round for Air West employees.

In all cases, says Arnold, the employee should contact the hotels in advance to confirm the rate and availability of

rooms.

Arnold also said that TWA has published a new schedule of overseas area fares which opens most of western Europe for a flat rate of \$89. BOAC, SAS and Alitalia offer similar multi-stop bargains.

Air West employees may now receive Disneyland Magic Kingdom membership cards entitling them to 50 per cent reduced rates at Disneyland and a special rate at the Disneyland Hotel.

Jerry Arnold says the card can be obtained by submitting the employee's name, home address, employee number and station to him at the general office at San Francisco. Requests will be filled as received.

The March party of the Calgary Interline Club was sponsored by Air West. Between 150 and 200 people attended the affair, held March 7 at the Tradewinds Motor Hotel. Prizes awarded by Air West included passes and flight bags.

What Corporate Services are all about

by C. A. (Mac) Myhre, Vice President

Corporate Services, presently consisting of four divisions, was created at the time of the merger as a separate department combining responsibilities which the three partners had consigned previously to many different areas.

These divisions are Budget and Cost Analysis, Training, Property and Facilities, and Printing and Office Services.

Printing and Office Services. On the surface it may appear that the least glamorous is Printing and Office Services under director Andy Mathay, but its functions are of paramount importance to the operation of Air West.

Mail distribution to and from 78 stations is a tremendous logistical task and Ray Roy, Tony DeLoura and staff have had their hands full since the merger.

In addition, mailing lists are maintained for all Air West Departments. These include master mailing lists of our travel agents, credit card holders, employees, individuals in other airlines, newspapers — you name it and they have a master list. More than one million pieces of mail are sent each month!

Two other principal activities of Office Services are the preparation and administration of a company-wide policy and procedures manual. Twenty-two different types of manuals are produced and controlled by the Printing and Office Services under Kathy Howe, supervisor of manuals.

Forms control is another service responsibility. Air West now produces approximately 1,250 types of forms and it is expected many more will be required.

Plans for the future include completion of the records retention and microfilming project, and the establishment of a central filing office.

Authorized complement of this section is 38.

Budget and Cost Analysis. This department has been assigned the responsibility for development of a master budget which will allow management to examine policies and objectives in financial terms.



Joe Kehl and Larry King, the two supervisors in charge, are in the initial stages of developing these tools. When they are done, management will be in a better position to evaluate what has been going on and what the company should do to maximize its effectiveness and to increase the profits for employees and shareholders.

Budget and Cost Analysis works hand in hand with the Financial Department and with all other areas of the company because without a proper budget, costs can skyrocket way out of proportion. Although each of the previous carriers had some sort of budget system, these systems were minimal in relationship to what Air West is trying to accomplish.

Training. The basic responsibility of the 30-man training staff is ground training of all pilots, hostesses, station agents, reservations agents, maintenance, and office and management personnel. Classes are conducted continually at our training center in Phoenix and there are numerous on-the-job training courses. Gene

Neavitt is director and his assistant is Hank Tordel.

Their instructors must keep abreast of governmental requirements and of training techniques. They must also recommend equipment and facility improvements in order that Air West may better serve the public.

Our training personnel have devoted many extra hours during the initial months of Air West to develop the proper training courses and to obtain government approval of the courses. They have built a curriculum comprising 54 different courses attuned to the changing operational needs of Air West.

Properties and Facilities. This section under the direction of Gaylen F. (Red) Hill has had an enormous task during the merger period. It is in charge of all ground properties and handles the acquisition, development and maintenance of other facilities and equipment, negotiates airport and equipment leases, and designs and coordinates property improvements. In all, it manages more than 400 leases!

Properties and Facilities is involved in negotiations with airport management, municipal authorities and business. In its jurisdiction are not only building rentals, but airport use agreements, service agreements, fuel truck and fuel facility rentals, porter service and ground transportation agreements, additions to existing facilities, installation of new signs, design of special ground equipment, supervision of new construction, and coordination of all Air West space requirements. These are continuous problems due to the growth we are experiencing, but the 11 employees of Properties are attacking them with enthusiasm.

I would be remiss not to mention the fine contribution of my assistant vice president, Harry W. Swenson, and our lovely secretaries, Mrs. Elizabeth Cass and Mrs. Lorraine Bryant. In all, there are 89 of us, dedicated solely to providing services to the other 3,700 employees of Air West.

Ready to serve



Postmistress Ina Crandall



Distribution clerks Pat Pavia and Pat Keating



Budget supervisors Joe Kehl and Larry King



Manager of printing Harvey Kyllonen (l) and printer Jerry McKay



Supervisor of mail Tony DeLaura, Aggie Giunta (l) and Jacki Root

AS I SEE IT

by Ken Jensen

Anyone with blueprints for an ark, please forward them to the publicity department. If San Francisco isn't destroyed by an earthquake, it will surely be washed away in a spring shower.

Hal Zemp, DC-9 captain, Portland, is looking into the frostbite coverage of Air West group insurance. He and first officer Phil Lane 'rescued' 9104 from Eugene with a slushy twilight takeoff at the last possible minute (the field is unlighted) January 31 after the jet had spent a full week of snowy imprisonment. Then he got up early the next day to fly the Air West jet inauguration service from Seattle and Spokane to Calgary in weather that would drive a St. Lawrence islander indoors.

John Kozma, district sales manager at Phoenix, says things have never been better for group travel in the Southwest. February and March travelers included the Rotary Clubs of Mexico. In the future, the Knights of Columbus of Mexico will meet in Mazatlan and are scheduled to invite groups of KCs from around the West to attend. 'These are our busiest months,' says Kozma, 'because the snow-

birds begin to get restless and want to travel around in the sun country. When they do, we get most of them.'

The Canadian Department of Transportation has awarded a \$1,366,700 contract for expansion of the Calgary Airport. Expansion of customs facilities, counter space, coffee shop, new arrival and departure areas and covered aircraft concourses are included in the contract, reports Air West manager Bill Brooks.

Mike Wilson, director of revenue accounting, is boasting a new son-in-law. Daughter Vickie married recently and has settled at Las Vegas.

John Stevenson has resigned as flight manager at SFO and returned to line flying.

Bud Moss, sales/service manager at Palmdale/Lancaster, has not been slowed by a recent serious auto accident. Bud was recently appointed to a Chamber of Commerce committee for the development of a wildflower center at Lancaster. Bud got his picture in the Antelope Valley Press twice on the same day; once for the above-mentioned appointment and a

second time for his work on another Lancaster C of C project. Chuck Ditttrick, sales/service agent at San Jose, has been re-elected treasurer of the San Jose Interline Club.

Travelers: George Moulton, general chairman of the Consolidated Air Tour Manual and director of interline, agency and tours for Air West, met with the Western Ski Resort Operators Association at Lake Tahoe to discuss standardizing and consolidation of booking and pricing procedures and deposit requirements for ski area tours. Tollie Graves, director of postal services, attended the ATA's airline postal affairs committee meeting at Washington, D.C. Dick Neal, general sales manager, went back to school for a week. He attended a special air cargo course at the University of Georgia sponsored by Lockheed Aircraft.

Finally, and this is the end, Playboy Magazine publisher Hugh Hefner has ordered a DC-9. The plane, which will be painted solid black with the Playboy rabbit insignia on the tail, will be used to jet Hefner and staff between points of the vast Playboy enterprises.

Qualification

James E. Clark, manager of flight training — ground, reports that 4 pilots completed initial F-27 qualification courses in February, and 21 finished initial DC-9 qualification. In addition, 24 dispatchers were given their initial qualification course on Piper Navajos.

They were:

F-27 Pilots — Ken Campbell, John Kendall, Wayne Roberts, Ron Weinert.

DC-9 Pilots — A. Tom Flickinger, Arnold H. Carow, John S. Dodge, Jim M. Douglass, W. E. (Bill) Hughes, Nat L. Stork, R. T. (Bob) Walton, Charlie W. Craig, W. W. (Bill) Haas, Earl E. Spencer, Jack E. Gladney, Jim E. Stamps, G. W. Woods, A. R. Peterson, H. R. Fitzsimmons, Clyde C. Oldham, Jim V. Martin, Garry T. Byrd, R. R. O'Neal, George L. Avellar, E. E. Stover.

Dispatchers — John W. Ames, Norm G.

Conradson, H. G. (Bill) Hall, Keith M. Hansen, Arvid Herigstad, John H. James, Ralph B. Keele, William F. Lawson, Russell M. Magill, Rod H. Medeiros, Richard K. O'Leary, Jay L. Papworth, Robert J. Peusch, Noral L. Regan, Rod B. Ross, Duane F. Siggins, Roland G. Sollars, C. H. (Pat) Tallant, Jim R. Thompson, Vern Varcoe, Walter Vane, Don E. Welch, J. C. (Chuck) Whittemore, Jim R. Wright.

AIR WEST 69news

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Don Gooding, editor. Ken Jensen, staff writer and photographer. Cover photos by Jensen: left, Tucson agent Don Wages; upper right, chief Agents Don Pugh and Charlie Campbell, Tucson. Cartoon by Burt Dupree, Air West pilot. Cake cutting

Agency fees

Commissions paid to travel agents are currently under very close study but no one is sure just where the study will lead.

George Moulton, director of interline, agency and tours, said results of a survey sponsored by the Air Transport Association, the American Society of Travel Agents, and bank travel departments revealed that the average cost to a travel agent of selling a ticket and making reservations is more than the ticket's commission.

Moulton, who participated in the presentation of the survey results to the Air Traffic Conference at Washington, D.C., said the 5 per cent commission paid to travel agents was more than 3 per cent below average overhead costs.

The study also showed that the overhead cost of making the same booking at an airline city ticket office was consider-