

AIR WEST 69news



MIKE



...with high standards as a Marine, is a hardy man. He had to be.

Mike returned just a little over a year ago from 13 months active duty in Vietnam and most of that was spent near the Demilitarized Zone in the northern end of that country. Mike earned several distinctions while in the war zone but is not sure whether he is proud of all of them.

Of those distinctions, Mike says his Marine company set a record of 93 days without a hot meal, during which time he and his comrades ate nothing but C-rations, banana tree stalks and taro roots. His 13-month tour saw him lose weight from 150 pounds to 130 pounds. Another distinction, which was probably more than just luck, was the fact that Mike and one other Marine were the only men in Mike's squad who did not receive a Purple Heart medal for being wounded in action.

Mike's unit won a Presidential Unit Citation for its part in several campaigns, one of the first such awards made to the Marine Corps since the Korean conflict.

Mike began his airline career as a reservations agent at Seattle in 1965 and his experience there was to come back to him later in Vietnam. He took a military leave of absence in 1966 but was not

proves.

'I remember getting a long roll of teletype paper with letters from about 40 girls in the Seattle 'res' office written out on it. After I read them, I passed the roll around and the letters were read by 90 per cent of the guys in my area. I think they enjoyed them as much as I did.'

Mike came back from the war and married another former Seattle 'res' employe. His wife, Patricia Ann, has now retired.

The new salesman says he came back to his airline job because he honestly wanted to find out if he wanted to stay with that work or find something else. He did know, however, that if he stayed he wanted to move up with Air West. His chance came early this year when he was promoted from passenger service agent at Seattle to his present Portland position.

'I am very happy I came back,' he says. 'I wanted to get into the sales department and I got my chance. I am going to stay with it because I think the potential of this airline has tripled since the merger.'

Mike is a humble guy on the surface, but still very much of a Marine underneath. He seems to have an inborn drive that should do him and Air West nothing but good.

When Gladys De Rosia turns, someone named Bob jumps up. So common are men named Bob in her life, her husband has dubbed their home life as 'Big G (for Gladys) and the three Bobs.'

To start with, Gladys is married to a Bob. Their two boys are both named Bob. One was hers and one his, both from previous marriages.

And there is yet another Bob. That being Bob Hill, assistant vice president for traffic, Gladys' boss.

Gladys is supervisor of the Air West pass department at San Francisco, work which she says 'is satisfying because we are always helping other people.'

And she gets enough chances to do that. On any typical day, her desk is stacked high with pass requests and there is always a heavy flow of emergency and business travel that needs immediate attention. But Gladys doesn't seem to mind. All who enter her office are greeted

with a warm smile and an attitude that says 'I am here to help you, what can I do.'

She first went to work for Bonanza at Las Vegas in 1956 after she and her husband came west for a vacation. They liked the desert so well they stayed.

Air West is a family affair for Gladys. Her brother, Jack Smeltzer, is an agent at Phoenix, and her sister worked for Bonanza for several years before quitting in 1960.

When she isn't writing passes for Air West employes, she's likely to be on the golf course 'teaching' her husband a thing or two about the game.

About all the Bobs in her life she says: 'It was difficult at Christmas when my oldest son was home from college. I just numbered them, 'one, two and three.' She didn't say if she assigned a number to Bob Hill.

Gladys



Cape Arago, Oregon

The Air West production 'Coastline,' a color sound presentation featuring Oregon's Pacific shore, is a superb motion picture, tastefully done and not given to the burden of commercialism.

After more than a year in the making, the movie was completed and distributed this month to district and regional sales managers and to a national distribution firm.

Gary Kidwell, manager of sales promotion, said Modern Talking Pictures Distributing Co., of San Francisco, would make the film available nationally through its catalogue and would arrange to have the half-hour long production shown on television stations and as a short subject in movie theaters.

Kidwell, Vern Chase, assistant general

sales manager; and executive vice president J. N. Bez, Jr. were in charge of the production. Photography, sound mixing and film printing were done by Bob Sage and Associates of Hollywood.

The film has been entered in four motion picture competitions, including the Pacific Area Travel Association Festival at Bangkok; the U.S. Industrial Film Festival at Chicago; the Cine Film Festival at Washington, D.C.; and the American Film Festival at New York City.

Arrangements will be made to show it as well to all Air West employees.

The film is an accurate representation of the solitude which is so prevalent on the coast. The dialogue is well done and moves along with continuity and accurately voices the theme presented

visually.

People are not dominant in 'Coastline.' Rather, it is the coast itself, the water raging and crashing or smoothly drifting through a quiet harbor; the shadows reaching soft fingers through sea and landscape; the wind, gently blowing through ancient forests, over endless sand dunes and through the rusted hulks of ships and barnacle encrusted pilings; and the color, soft in hues of blue and orange, cool in greens and reds and comforting in yellow and brown.

'Coastline' is solitude in sight and sound. It is an outstanding example of photographic technique, color and texture. This dialogue best describes the movie; 'We passed in silence and the beach was left without a name.'

Training

James E. Clark, manager of flight training — ground, reports that eight pilots completed initial DC-9 qualification courses in March. In addition, four dispatchers completed F-27 initial dispatcher training.

Pilots — James Blackwell, H. Friesen, R. S. Isarussi, William T. Miles, G. C. Skellington.

Dispatchers — Arvid Herigstad Jr., Norl Reagan, Duane Siggins, and Roland Sol-

tenance indoctrination course, reports Ernest L. Winn, manager of maintenance training. They are Donald Maddock, Robert Mitchell, Walt Pluznick, and Harry Saunders.

Greenbaum

Jack Greenbaum, manager of agencies and tours, has mailed the first of a monthly marketing newsletter to 2,500 travel agencies in Air West.

It included information on tours and

Fare increase

Ray E. Costello, assistant vice president-industry affairs, reports that the California Public Utilities Commission has not set a date for hearing on Air West's application for increases in fares to match those already in effect interstate.

In its application, Air West estimated that it would carry 730,000 passengers during 1969 in the intra-California markets and that the fare increase would equal \$1.47 per passenger.

INTERLINE NEWS

by Jerry Arnold, Manager, Interline sales

Japan Air Lines is offering an 18-day escorted and a 14-day independent tour to Japan and Hong Kong with optional Bangkok extension. Prices start at \$460, and include air fare, hotels, some meals and sightseeing.

Alaska Airlines has winter interline tours at various prices from \$17.50 to \$297 plus air fare through May 31.

Ever try a Pisco sour, mixed by a Peruvian? Here's your chance.

Braniff International is now offering a weekend in Lima for reservations, ticket agents and sales personnel. The price is \$39.50 single or \$31.50 per person for a double. Included are transfers, hotel, dinner, city tour, lunch and air fares. You leave Friday nights at 9 o'clock from San Francisco, arriving Lima 10 a.m. Saturday. Leave Lima Sunday evening, arriving at San Francisco Monday 7:45 a.m.

Island Holidays Travel Service announces its second annual Interline Tour of Hawaii for all airline personnel and their spouses. Ground costs for the two-week trip are \$155 plus tax per person on half of twin and \$246 single.

Vail Ski Resort at Vail, Colo., is sponsoring its first annual Airline Ski Picnic April 14-19. Rates are \$50 each for double occupancy, \$80 single. A deposit of \$30 per person is required.

The Pan Am/Air West joint ad program

Sales Seminar

Assistant general sales manager Vern Chase became a school teacher recently, but only on a temporary basis.

Chase was asked to be a guest lecturer for an American Management Association seminar at the Sheraton Palace Hotel at San Francisco.

The topic on which Chase was asked to speak couldn't have been more on target. The subject was 'Fundamentals of sales management for the newly appointed district manager.'

Attending the day-long session were sales managers and other officials from companies, both large and small, located in all parts of the nation.

using San Francisco and Los Angeles as gateways to Hawaii is doing quite well and will remain in effect until December 7, 1969.

Air West entrants in the Miss San Francisco interline beauty contest are Barbara Banks, Laura Lang, Peggy Luci from reservations and hostess Jennifer Berry. The selection of Miss San Francisco will take place April 10 at the California Club in San Francisco.

The winner will be sent all expenses paid, to Miami, Fla., to compete in the Miss International Airline Beauty Contest May 7-11.

No need asking if you are tired of winter. You must be. Here is your chance to warm up or dry out, whichever may be appropriate.

The event is the High Chaparral airline party May 1-4, sponsored by the Tucson Chamber of Commerce.

The four-day affair will feature a golf tournament, parties, dancing, dinner, a rodeo, steak fry and cocktail parties. Special room rates have been arranged at Tucson area dude ranches, and low car rental prices have been set by both Hertz and Avis.

If you don't care for golf, swimming or horseback riding, you can always sit and soak up Arizona sunshine.

Chase's reaction: 'It was scary, especially when I found out how much authority those attending had within their own company. Their average salary was about \$26,000 a year. Some had 200 salesmen reporting to them.'

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Don Gooding, editor. Ken Jensen, staff writer/photographer. Cover photos: Jim Wells, Eureka/Arcata manager; surf fishing, 'res' agent Elaine Barnes and 'instructor' Don Craig, Arcata. Lower, Gary Kidwell (l) and Vern Chase.

PHOENIX

by Clyde Kostenbader

Lloyd Bleak, avionics instrument technician, has been elected president of the Phoenix Employes Club, succeeding Ken Phillips.

Serving with Bleak will be stock clerk Mel Reed as vice president; Darla Love, secretary; and Sharon Beni, treasurer.

In another election, Paul Benney, hangar building manager, was named president of the local 'Parents Without Partners Club.'

It's hard to tell who is prouder, the sons or the dads. In this case, we're betting on the older generation. It seems Scott Kent, son of Gordon Kent, assistant to the vice chairman of the Board, and Kevin Garrison, son of Bob Garrison, manager of maintenance and specifications, have taken honors in a Phoenix junior judo tournament. Scott was the winner in the 12-13 year bracket while Kevin was second in the 9 and under group.

Garrison has another honor to be proud of. In the recent Knights of Columbus state bowling tournament, Bob rolled a 606 series to lead his team to the championship. He then teamed up with his father to win the doubles championship and wound up with the high scratch game for the tournament. Four splits in the last game of the singles event left him 8 pins short of winning the all-events championship.

Another Phoenix 'high roller' is Joe Vietri, senior inventory analyst, who picked up a check for his high scoring in the singles section of the Greater Phoenix Tournament.

Phoenix maintenance personnel are affixing American flag decals to the sides of all Air West DC-9s. The 16x24-inch flags are to be located near the main cabin door.

The first annual Air West system-wide bowling tournament will be held in Phoenix May 16-18 under sponsorship of the Phoenix Employes Club.

Chairman Joe Vietri says entry fees of \$5 for men and \$3 for ladies must be sent to him by May 1. Spouses are eligible, also, and a prize of \$100 will be awarded in the men's competition, and \$50 to the women's champion.

A feather in their caps

Air West passengers tend to call a spade a spade, whenever moved to comment on the service they are getting. That they recognize not only good service but that little extra effort is demonstrated by these recent letters received by Russell L. Fields, manager of passenger services:

'The last of a dying breed! Cornelia Evans should be preserved in bronze so that Air West travelers like myself can look and remember what a stewardess can really be like.

'A calm and very professional manner, yet one which radiates warmth, sincerity and a genuine desire to serve.

'No flirting, no special pets, no mini-mini-skirts, no rushing to get things over with and back to the gin rummy game in the back of the plane.

'Not one, but several regular checks of all passengers to assure their comfort.

'All this and the bonus of a pixie smile that would melt your heart away. Almost unbelievable!' (A Sacramento, Calif. passenger).

'On my recent flight to Calgary, I had the flight canceled in Spokane due to fog. I would like to take this opportunity to compliment you on the very fine staff you have at the Spokane airport, headed

by your manager, Jack Whitehill.

'They did everything possible to make my inconvenience as small as possible, providing me with accommodations, transportation to and from downtown, meals, etc. They were also most cooperative in working out alternative plans for my getting to Calgary, which didn't work out, but were at least tried. They were friendly and above all gave frank answers to questions about the possibility of planes landing and taking off.' (A Hayward, Calif., passenger.)

'I am a weekly commuter between Palm Springs and Los Angeles and have flown with Bonanza and with Air West since its inception.

'February the eleventh was most harassing. We were informed that the Palm Springs flight was to by-pass the Palm Springs Airport because of inclement weather. Consequently we would have to ride a bus to Palm Springs. Richard Merkley, one of your Los Angeles customer service agents, made a supreme effort and managed to accommodate most of us on another airline. Despite all the harassment from the many passengers, Merkley managed to perform an outstanding job.'

(A Los Angeles dentist.)

Feel a little more secure

Security, both for the company and the employe, is now included in all Air West training courses.

Robert Bauter, director of security, will be the instructor. Says Bauter, 'I want to dispel any misconceptions our employes may have about a security department. Security is not a private industry form of the Gestapo.'

Security instruction, says Gene Neavitt, director of training, will be a part of each class rather than a separate course in itself.

'The curriculum varies,' says Bauter. 'Trespass is of interest to mechanics but not so much to reservation agents. At the same time, station agents are more concerned about the aspects of a bomb

He considers the main purpose of the instruction is 'to let the employes know what security problems we have with Air West so that they will be able to help solve those problems. Employes are what make security, not a security department.

'The idea is to have a preventive program rather than one which cleans up after a difficulty.'

So far, says Bauter, trainees have been very receptive to the program and have reciprocated with many of their own ideas.

'The biggest benefit of the program is the personal relationship it builds. I can impress on them so much more where our losses are coming from by talking to them

How big is Air West?

How big is Air West? It's very, very big.

If all its routes were plotted in a straight line, it would take a DC-9 twenty hours of flight at 500 mph to go from one end to the other. Air West, looked at another way, stretches almost pole to pole, and by the end of 1969, could do that, too.

That isn't the way the airline runs, of course; on an average day Route 76—which is the numerical designation for Air West's route authority—is flown instead by 50 aircraft which clock more than 600 departures in each 24 hours.

Bill Carlson, senior analyst for the Research and Development Department, San Francisco has remeasured Air West and found that it extends 9,982 unduplicated route miles.

This is 38 per cent more miles than the three Air West partners flew individually at the start of 1968.

At that stage the embryo Air West consisted of 105 pairs of points measuring 7,241 unduplicated miles.

During 1968, route extensions to Mexico and Tucson, and the award of Salt Lake City—Los Angeles and related authority added 2,741 miles.

The Mexican route between Tucson and Puerto Vallarta accounted for 1,002 miles of the growth, and the new authority from Tucson to Phoenix, San Diego and Los Angeles added another 586. Salt Lake City nonstop authority to Los Angeles extended the network 591 miles, and the remainder of that award, involving Palm Springs, Las Vegas, San Diego, Page and Cedar City, added 592.

At present Route 76 consists of 15 segments comprising 116 pairs of points. The components include 80 airport stations.

Ed Beauvais, assistant vice president of R & D, declines to compare the route figures with those of other airlines, because of differing formulae for computing mileage. 'Our figure is factual,' he does

Hail the Champs

The Las Vegas Air West Employees Club has decided to give up playing basketball. For the time being.

The team started out by challenging Spokane to a game in southern Nevada. The idea was to bring the Spokane team to Las Vegas, get them tired and worn out in the casinos the night before, and then tromp on them the next day on the basketball court.

It didn't work.

Spokane topped the Vegas club, 47-34. So the Vegas sports decided to try Salt Lake City. Once again they ended up on the short end, 51-46. The third try was the charm. Las Vegas defeated Tucson, 57-25.

Feeling considerably braver, they tried once again to topple Salt Lake City. Again, their plans fell by the wayside and they lost, 75-65.

Demoralized and dejected, the Las Vegas crew gave it one more go, but alas and alack, added only more woe to its plight. Los Angeles defeated Las Vegas, 74-49.

It was then the Vegas boys decided it was time to hang up their tennies.

Members of the Las Vegas 'Mets' are John Russell, Ron Welsh, John Guesman,

Larry Dau, Joe Snipes, Fred Gayton, Fred Hassler, David Bruce, Ron Farrar, Tex Hansen, Terry Evans, Ted Smith and coach Tom Lewis.

Russell said a meeting is being planned for May, at which time a more organized league will be set up for next season.

Meanwhile, in trying to determine who is the unofficial champion of the league this year, we have discovered a problem. Almost every team, except Las Vegas, feels it has won more games than the other teams.

Spokane got things started and played quite a few games before other stations could get organized. It claims that since it won more, it is the champ. Bob Stevens of Portland takes a different point of view. He says Spokane can't remember how many games it lost and therefore claims the title for his station. Gay Lincoln reports that Salt Lake City's 6-1 win-loss record is good enough to put that station on top.

Salt Lake City may have taken the honors in one category. Two men, Mike Packer and Gabe Vigil, suffered broken and sprained ankles, respectively, in a game with Phoenix.

Late News

A new slate of directors has been elected by the Air West Employee's Club of northern California.

They are Jack Greenbaum, chairman, pro tem; Bob Flores, Dick Allard, Joy Hyde, Tom Bailey, Ken Jensen, Jerry Arnold, Arlene Tumelson, Ron Gilmore, and Pat Idnn.

Their immediate chore is to elect officers and start committee planning on picnics, golf and bowling activities, raffles and dances.

The Pacific Air Lines Credit Union has voted in favor of changing to federal status. President John Malloy, San Francisco, says the next step will be to set up a federal charter, then to establish a consolidated Air West credit organization.

A big success

So confident are Air West reservations managers of their new computerized reservations system, they decided to cancel a paper and pencil backup program a week ahead of schedule.

Arch Miller, assistant director of reservations, said, 'We found the Bunker-Ramo system so accurate and so dependable that it was a waste of man-hours to go on with our manual space control system.'

'We have had a few minor problems, such as incorrect teletype message format errors, but the percentage is rapidly decreasing. These are errors in individual messages from stations to the computer and in no way affect the passenger's reservation. The format errors are rejected by the computer and the agents at central reservations control at San Francisco have to manually correct the errors.'

HIGH SPEED PUT-ON

More efficient handling of Air West freight and baggage and a side benefit — less perspiration on the brows of its cargo agents — has resulted from the purchase of three modern, mobile beltloaders.

And if these work out as it is thought they will, approval will be sought for 11 more.

Duke E. Briscoe, assistant director of stations, said the three beltloaders now in use by Air West at Portland, Phoenix and Las Vegas were manufactured by Cochran Western Corporation, of Salinas, Calif., and cost \$6,800 each. He said the loading belt is adjustable and can be raised or lowered to be used with any Air West aircraft.

'The biggest advantage,' he said, 'is that we can now handle more freight and baggage faster than ever before. And there is much less chance of one of our agents being injured from lifting heavy objects.'

And, said Briscoe, using the mobile beltloader will keep tugs and baggage carts away from the planes and reduce the chance of damage to the aircraft.

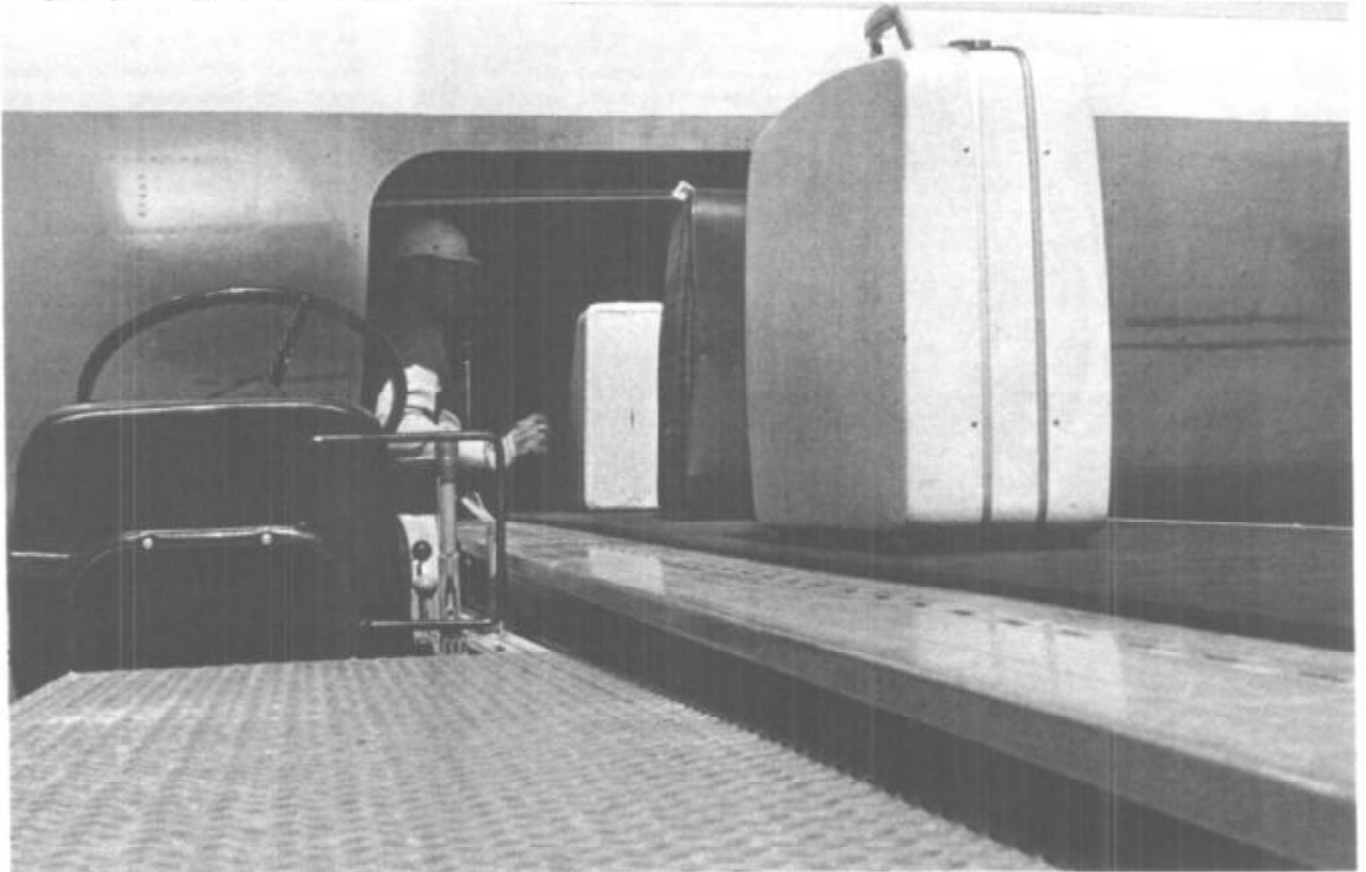
Vern Chase, assistant general sales manager, said the equipment would allow agents to handle much bigger pieces of cargo and equipment than were previously manageable. 'The planes will accept more weight than we have been able to put on board. These beltloaders will give us a greater capacity and will therefore mean better service to our customers.'

Briscoe said the units save a great deal of time in loading and unloading, particularly where baggage is concerned. He said, 'Portland agents figure they have knocked 10 minutes off the ground time just by using the beltloaders. That is a reduction of 20 to 30 per cent in most cases.'

At Phoenix, agents are using the beltloader to load and unload the extremely heavy 'fly-away' kits placed aboard all Mexico-bound flights. The kit consists of a large metal box of spare parts, spare wheels and a spare brake drum. The entire kit weighs in excess of 450 pounds.



Phoenix agents Paul May and John R. Bennett find cargo handling almost a pleasure with new beltloader
"Cargo King" conveyor is 22 feet long, 34 inches wide, with Ford 6-cylinder engine and transmission. It can handle up to 1,500 pounds





Humboldt Bay, shipper to the world

The giant redwoods of northern California are possibly the most beautiful trees in the world. The people of Humboldt County are lucky to have found themselves in the middle of that beautiful forest.

And find themselves they did. For Eureka, Arcata and other Humboldt communities were originally settled as Gold Rush towns. But the golden nuggets gave way to forests, pasture land and fishing as the monetary interest of the area.

The lumber industry accounts for almost 90 per cent of the economy of Humboldt County. Ships from all over the world tie up in Humboldt Bay, taking on lumber and wood products bound for destinations as far-flung as your imagination.

The giant redwoods are worth far more to Humboldt County than just lumber. Every year thousands of people visit the Redwood Empire just to be close to some of the oldest and largest living things on earth.

Other industries which make Humboldt County move are the fishing and dairy industries. For the gourmet, Lazio's Restaurant offers what is probably the finest and freshest seafood on the West Coast. The restaurant, which is not fancy or push to look at, is right beside the fishing pier. Fish are rushed from the sea to Lazio's kitchen and then again quickly into the dining room.

Another 'must go' is Sam Merryman's restaurant at Moonstone Beach. A hard

THE HUMBOLDT

After almost 21 years as neighbors, Air West and Humboldt County are pretty good friends.

And from its beginning in early 1948 as Southwest Airways, Air West has served the north coast area continually with service broken only by an occasional fog bank or spell of bad weather.

In that first year of operation, just over 4,500 persons flew out of the Humboldt County Airport on Southwest Airways. The next year, the total was 8,000 and

Text and photo

to find but also a spot hard to beat when it comes to eating delights. The specialty: steak, served hot and juicy. Another benefit of Merryman's: every table overlooks one of the most scenic stretches of beach on the north coast.

Don't go to Eureka or Arcata expecting to find exciting night life. You will be disappointed. Don't go, either, expecting to find the hustle and bustle of big city living with everything on a rush-rush basis, people hurrying, always trying to beat a time schedule. If you do, you will be disappointed.

Go, instead, to relax, to enjoy the delights of good food, very friendly people, the strength and serenity of the giant redwoods, the abundant fishing opportunities, or simply, the quiet life of a tourist looking for respite. In that, you won't be disappointed.

It is not to say Humboldt County is old the times. Far from it. Two fine colleges, Humboldt State College and College of the Redwoods, are in the county. Very large lumber companies, Geacacific and Crown Simpson, share the forest with many smaller mills in the county. Highways are fast and smooth and the people are kept aware of the national and international news by the Humboldt Times-Standard, a newspaper published 119 years ago. Any newsman will tell you that is a heck-of-a-long time for a paper to be in business. But that's the way things go in Humboldt County, things are made to last a long time.

T REPORT

When then it took only four years for that figure to double.

The 16,000 passengers carried in 1952 were more than doubled in 1959, when a new airline appeared in place of the familiar Northwest markings. It was Pacific Air Lines.

The markings were new but it was the same airline. The new face brought with it a new kind of aircraft, the F-27 jet-



Dave Zebo, Humboldt County Airport manager, and Jim Wells, Air West manager
Agents Wayne Wade and Dave Walquist, senior agent Terry Middleton





Tom Reed and the old style beltloader

Agents Paul Bonini and Richard Jensen



'Res' agent Margie Dart



and Martin 202s and 404s. The F-27 was the first jet-powered aircraft to serve the area, which since that time has seen the now familiar DC-9.

Last year, 50,329 travelers boarded Air West at Arcata/Eureka, by far the busiest year ever for air travel there. Projections for 1969 are even higher.

The importance of air transportation to the north coast was strongly pointed out in the winter of 1964-65. Floods cut off all surface access to Eureka. The only way people and supplies could move in or out of the area was by plane. Air West, then Pacific Air Lines, expanded its ser-

vice into the area providing the much-needed transportation.

The people of the north coast remember that incident and because of it, know the value of air transportation. Air West will continue to provide air service to the area and the company expects its service to grow with the expanding economy of the north coast.

There are almost 90 years of airline experience among the 17 Air West employees at the Arcata/Eureka Airport and more than half of those 17 were either born or raised in the north coast

area.

The 'old timer' of the Air West crew is senior agent Donald Craig, of Alameda, Calif., who began his airline career in 1949 at Riverton, Wyo., with Frontier Airlines. The newest staff member is Ann Eastman, of Modesto, Calif., who joined Air West February 15, 1969.

The rest of the crew has a wide range of experience and education. Eleven of the 17 Air West employees at Arcata/Eureka have attended college. All have finished high school and many have attended special airline, business or technical schools.

Bonini posts updated flight information



Agents Elaine Barnes and Don Craig treat their customers to warm smiles and good looks



The 12 married members of the staff have 26 children among them.

The three employees who were born on the north coast are Wayne Wade and Kent Monroe, of Eureka, and Margi Dart, of Arcata. Five others, Lonnie Fitzpatrick, Elaine Barnes, Ray McConnell, Thomas Reed and Hans Johnson, were raised and attended high school in the area.

Manager Jim Wells came to Arcata/Eureka after being manager for Pacific Air Lines at Stockton, assistant manager at Monterey, and agent and senior agent at Santa Maria.

aviation committee and is a member of the Arcata Rotary Club and the Eureka Elks Club. When he is not involved in airline work, Wells likes to restore antique autos or play a round of golf. He is a former secretary of the Mendocino County Sheriff's Air Squadron. His hometown is Sycamore, III.

The other staff employes are Theron A. Middleton, Grants Pass, Ore.; Troy D. Warren, McMinnville, Ore.; Richard Jensen, San Francisco, Midge Morgan, Forsyth, Mo.; David Walquist, Racine, Wis.

Margi Dart, a reservations and ticketing agent since 1958, is a past winner on the Queen for a Day television program. Thomas Reed choreographed the Miss Humboldt contest for three years and was co-director of the show in 1967. Wayne Wade has a hobby of hand-carving and painting different species of fish.

Of the remainder of the staff, most list outdoor activities as hobbies. They couldn't have picked a better area to work and still have the great outdoors so near at hand.

Northwest Report

Correspondents: Bob McDonald and Terry Hunter

Pat O'Grady is 'colonel' to the men of Oregon's Air National Guard. He happens to be their commanding officer, also.

To the passengers who have ridden planes he has flown in the service of Air West for more than 22 years, he's Captain O'Grady.

To Martha Graves, an Air West hostess, he's just another married guy, with this difference: he's married to her.

O'Grady's newest title came about recently when the pair decided to live as well as fly together, starting with a honeymoon tour of Europe from which they returned in March.

Pat was first officer on the inaugural flight of West Coast Airlines in December, 1946, which Russ Bath took out as captain. Martha became a hostess in 1962 and is continuing to fly. Both she and O'Grady are based at Seattle.

There has been a small population explosion among Air West families east of the Cascades this winter. At Walla Walla, the Bob Berniers have been joined by Aimee Marie. It was a baby boy at the Frank Walkers in Yakima, where three other agents are expectant: Cal Ogden, Larry Booth and Pat Kapp.

Air West didn't win top honors at the Mount Alyeska, Alaska, interline ski races, but the competition knew it was there.

Top finisher for Air West was pilot Alex Kosloff, Seattle, who was the first in the class B slalom and 12th overall. Tim Anderson, Spokane agent, finished 18th overall in class A, just two places behind

agent Bob Showalter, Boise.

Nancy Soukup, hostess, finished 22nd in the ladies' class A slalom while Jessica Finch, reservation agent, came out 22nd in the ladies giant slalom. Both are based at Seattle.

Other Air West team members included: Seattle — flight officer Alex Busch, customer service agent John Lindsey, and hostesses Neil Evans and Pam Evans. Portland — customer service agent Diane Stevens. Pasco — customer service agents Chuck Nelson and Joan Rash. San Francisco — Phil Mickelson, flight officer, and five young ladies from the 'res' office: Ilona Bottimore, Marcie Bird, Laurie Lang, Carol Fenci and Sue Ingen.

Portland notes:

Long-time bachelor Ken Berg made too many trips to the Portland ticket counter in the last few weeks and got snared by our new counter agent, Linda Berry, who now plans to change her name to 'Berg.' C'est la vie!

The Portland Dribblers upset the highly touted Spokane 69ers, 37 to 25, in a recent high-scoring cage duel. Top scorers for Portland were James (Rubber-legs) Wahl, ramp attendant, with 17, and agent Robert (Mad Dog) Butler.

Dee Stanton, counter agent, has just returned from a trip to Puerto Rico with husband Harry. She reports that skiing is rotten down there.

Dave Roundtree is a new ramp attendant transfer from Santa Ana. He says that the smog is somewhat less in the Pacific Northwest.

No listing, no eating

Non-revenue passengers who fail to list in advance for their planned flights may find themselves without meal or snack service en route.

Stan Goc, manager of cabin services, says several instances have occurred recently where as many as seven or eight non-revenue passengers have boarded a flight without listing themselves for the trip. 'The result is that we have been short of both hot meals and snacks for the flight. We know how many paying passengers we are going to have but have no way of knowing how many non-revs we are going to feed unless they let us know in advance.'

Goc says on some occasions hot meals have run out before all passengers could be served, including paying customers.

A marketing department directive states that all non-revenue passengers must list themselves with reservations at least a day in advance.

'If people would follow this rule,' says Goc, 'we would have a lot fewer problems with our catering. A captain complained to me recently that he did not get served a meal on a flight he was taking as a passenger. I asked him when he had listed himself for the flight and he replied that he had not done so at all.'

New airports

There are now two new airports along Air West's Mexican route but only one of them is going to provide a safe place to land a plane.

The newest is Mazatlan's International Airport. The new facility, which has been under construction for more than a year, is located farther from the city than the old airport but its 9,130-foot runway will be able to handle the largest jets. It is scheduled to open April 15. At Guaymas, Paramount Pictures has built a 6,000-foot runway and a few support buildings especially for the filming of the movie 'Catch 22' but the facility will be unusable for passenger traffic.

Myron Reynolds, vice president of operations, said because the approach to the 'Catch 22' runway was over water and the other end guarded by a mountain, 'It would be almost impossible for Air West to use it.' He said there has been no word as to when a suitable facility would be constructed for Air West at Guaymas.

Back to school

It will be back to school for 440 Air West reservations agents April 14.

The school will be a six-week refresher program to bring sales agents up to date on the latest techniques and policy in telephone sales.

Nick Lauer, director of reservations, said the course would give all reservations personnel a review on current procedures. 'The program will give each agent at least one classroom session a week. He will also have the benefit of information from the marketing department on overall sales programs.'

The 380 reservations personnel at the four 'res' centers will undergo direct training from both Phoenix training department personnel and local supervisors. Personnel at the non-remoted reservations offices will receive their instruction through either a visit by training personnel or correspondence.

The agents will take their training entirely during their shift, either at slack times or during overlap periods. The marketing and advertising departments will cooperate by telling how their programs are integrated into telephone sales,

Two very busy men

Don Neilson and Ed Beauvais are very busy men. The last two weeks in March and the first two weeks in April probably will be the busiest period these men have had in a good long time.

Neilson, vice president of research and development, and Beauvais, his assistant vice president, are the men who present Air West's side to the Civil Aeronautics Board in all route cases. As we said, they are busy men. Their current work schedule looks like this:

— March 18: Both men attended a C.A.B. examiner's hearing in Washington, D.C., in the additional service to San Diego case. Air West wants to serve Denver from San Diego with flights originating at Santa Ana.

— March 19: Oral arguments before the C.A.B. in the Phoenix-Dallas/Fort Worth nonstop case. Air West told the board it would provide three roundtrips daily between those points with through flights to Ontario, Santa Ana and Las Vegas.

— March 25: Back again to participate in the Pacific Northwest-California case. This is the case which would connect the Northwest with the major population centers of California. Air West is currently the only carrier serving all airports involved.

— March 26: Oral arguments in the service to Albuquerque case. Air West proposes to serve Albuquerque from Las Vegas, Los Angeles, San Francisco and Dallas. On the same day, a pre-hearing conference in the Austin-West case. This would provide Austin, Texas, with single plane service to Los Angeles and other western points.

— April 9: Pre-hearing conferences on the Phoenix to Seattle/Portland nonstop case.

— April 9: Pre-hearing conference on the additional service to Salt Lake City case. This would provide the Utah capital with new service from San Francisco and Chicago.

After that, well who knows? Neilson and Beauvais probably will be back in their San Mateo office trying to figure out where Air West should go next.



Editor Dove Hinson

Flight Safety Quarterly

A new magazine, designed for professional pilots and people serious about airline safety, is being published by Air West.

Captain Dave Hinson, director of flight research and development, is editor of the publication, which is titled 'Flight Safety Quarterly.'

The magazine will be published in the midmonth of every quarter, says Hinson, and will invite contributions from aviation safety experts from all segments of the profession of flying.

Says Hinson, 'Flight Safety Quarterly will be a platform for experts who want to talk about flight safety. This will be the only such publication published by an airline in the U.S. We would like to see it become 'the' forum for flight safety in the airline business. But that would be an accrued benefit, not the purpose.'

The magazine will not be a summary of Air West flight safety problems. As Hinson says, there is another 'vehicle' for that information.

with sound values concerning flying and safety. Today's professional airline pilot is a well educated, highly skilled person, who is keenly aware of his role in providing safe air transportation. In other words, we are not going to preach safety as such, but rather provide information which a pilot can store as knowledge and use as necessary.

The first edition included four articles: 'Lights in the Cockpit, Red or White?' by Dr. Walter F. Grether, aerospace medical research scientist; 'Safe Flight in Turbulence' by W. M. Curtis, chief of aerodynamics of the Fairchild Hiller Corp.; 'The Rolls-Royce Dart, a General Description,' from the Rolls-Royce Operations Manual; 'DC-9 Takeoff from Wet and Slushy Runways,' a summary of tests by the Douglas Aircraft Company.

The quarterly will have an initial circulation of about 700 and will go to all Air West pilots and flight control personnel. In addition, Hinson says it will be sent to

The Midwest harks to the sound of mariachis

It appears more and more people are becoming interested in Air West service to Mexico.

A recent ad offering more information on Air West flights into Mexico was placed in 12 newspapers in the western and midwestern part of the United States. The ad appeared only once during the first phase of the campaign and more than 660 persons took the time to mail back a coupon requesting more information.

George Moulton, director of interline and agency and tours, says, 'The response was so fantastic, we know we are going to have an increase in business.'

Moulton and John Lindsay, vice president for advertising and publicity, both agreed the response was far in excess of what had been anticipated.

The greatest reaction was from cities

not on the Air West system, with the single largest area responding being Minneapolis-St. Paul.

Jack Greenbaum, manager of agency tours, says of the top seven cities responding to the ad, only Phoenix was within the system. The others were Minneapolis and St. Paul, Albuquerque, Denver, Kansas City and St. Louis.

Moulton says additional ads on the Mexico service may be placed in the future at other midwestern points where good connecting flights are available.

An additional program of determining the market area for Mexico-bound travelers is being conducted by Gordon Kent and John Kozma at Phoenix. Says Moulton, 'Kent and Kozma are reviewing reservations records for the Mexico flights and making note of where passengers are coming from. They are also conducting an

in-flight survey asking questions that will help us better evaluate the service in the future.'

Greenbaum is answering all inquiries from the ads with a personal letter and he is enclosing various brochures on what is available at Air West's Mexico stops, with heavy emphasis on Mazatlan.

Future similar campaigns will be aimed at getting Canadian travelers to Mexico through an Air West gateway city. Lindsay says one such campaign will be initiated shortly which will be directed at Canadian travel agents and airline personnel.

'We are pleased with this attack,' says Lindsay, 'because the 100 or so responses we got back from Minneapolis means the readership there must have been tremendous.'



Baja California

Pam Vassar, Air West 'res' agent, demonstrates the easy life at Cabo San Lucas

Shruti photo

Bag o' gold

Reno Joe's secretary has found a pot of gold. Well, not exactly found. Let's say 'won.' Nevertheless, it's still a pot of gold.

Marge Chambliss, secretary to Joe Smith, district sales manager at Reno, won a bag of gold nuggets worth \$1,000 from Alaska Airlines because her suggestion was responsible for naming that

line's first class service.

In a contest which began last September, Marge suggested the line call its service 'Golden Czar.' Alaska Airlines officials liked the idea but changed it slightly to 'Golden Samovar' or 'Golden Coffee Pot' to us non-Russians.

Marge and her husband, Chuck, will fly

to Nome as the guests of Alaska Airlines to collect the prize, probably in April.

Says Marge, 'I am going to give it all to my uncle who is a stockbroker, and let him invest it for me. My husband says we should take enough out to buy a color television set with at least part of it. But I don't think so.'

The Puskarich Telephone Co.

Tie all Air West's telephone and teletype lines together and you would have a continuous line stretching more than twice around the world.

Individually, however, the lines are somewhat less spectacular. John Puskarich, director of ground communications, described Air West's communications system as 'complex' but not overly so because, as he says, 'it works.'

The current system is a combination of the systems operated by the pre-merger partners, only better. 'We tied the systems together,' says Puskarich, 'so we could dial from one system to another. In doing so, we created more ways to call various points on the system.'

The communications system now consists of 30 individual lines for administrative purposes and a dozen or so lines for other departments. The largest number of lines between two points is 12, between the general office at San Francisco Airport and the Crocker Building at San Mateo. There are 2 between Seattle and San Francisco; 1 between Seattle and Portland; 3 between San Francisco and Los Angeles; 4 between San Francisco and Phoenix; 3 Phoenix to Los Angeles, and 4 Phoenix to Tucson.

At each of these stations, there are other connecting lines to individual stations and cities. There is even a line from



San Francisco to Washington, D.C.

There are four operational circuits, used primarily by flight control and dispatchers. Maintenance and flight managers and crew schedulers also have their own lines.

Why so many circuits?

Says Puskarich, 'Our operations sometimes call for immediate voice communications between widely spread points on the system. If we had to wait for a line to clear we might get into difficulty. Our system is also charged a fixed amount

each month, eliminating the need for many expensive long distance calls.

'With our closed system, we can call as many times a month as we want and the charge will remain the same. It also gives maintenance the chance to know who is calling as soon as the phone rings and a circuit lights up. This is important to our operation.'

Almost all Air West stations are connected to the internal communications system, says Puskarich, the only exceptions being stations where there is little activity or the cost of equipment is prohibitive for the size of operation.

The undisputed weak link in the system is communication into Mexico. There is no direct voice communication to the Mexico stations without going through a special operator who must repeat all messages to another operator, who in turn repeats them to the intended receiver. There is a direct Telex teletype system connecting Tucson with Mazatlan. At Mazatlan, messages can be radioed to La Paz or Puerto Vallarta.

Puskarich says attempts are being made to allow Air West to use a microwave system built for the Olympic Games held last fall at Mexico City. But getting permission to use the system, he says, is a slow process.

Air West, the all-purpose airline

Sell tickets on steamships at Air West ticket counters? Impossible, you say? Not so.

Air West and American President Lines have signed an agreement whereby each will book space on the other, thus enabling a passenger to make a single booking for a trip involving both air and sea.

Customers soon will be able to make

inquiries at any Air West ticket counter or reservations office and receive confirmation of space on APL immediately. The same will hold true for APL customers wishing to travel by Air West for a portion of their journey.

On top of that, Air West will earn from 7 to 10 per cent commission on all APL bookings.

APL will feature Air West sales material on its ships and in its sales offices. The line also will show Air West travelogue films about Mexico and the Oregon coastline on its three Pacific cruise ships.

Coordinated procedures are being worked out under the direction of Dick Neal, Air West general sales manager, for joint implementation this spring.



Bob Serling; story and photography by Ken Jensen

Robert Serling is a sincere man with a cogent desire to tell people how safe flying really is. He does it superbly.

Serling, who visited Air West's San Francisco general office in March, is the author of five books on the aviation industry in both fiction and non-fiction. His latest is 'Loud and Clear,' a straightforward presentation of what flight safety is all about.

Although small in stature, Serling is a forceful man who says he has been a 'bird lover' since he was 9. The 'bird' he refers to is the metal and wire kind, not the feathered variety.

'I have been a bird lover since I was 9 and I have been strongly interested in air safety since I covered my first crash as a UPI reporter in 1946,' says Serling.

His other books include 'The Probable Cause'; 'The Electra Story'; 'The Left Seat'; and 'The President's Plane is Missing,' a best seller soon to be made into a movie.

Serling was aviation editor for United Press International for many years after he convinced his boss that he was of more value in that field than as radio wire editor.

'I was radio wire editor but I also began to put in a lot of time on aviation matters. It got so I was doing more on aviation and less with the wire. Our aviation coverage was great but the radio clients suffered. By mutual agreement, the company reassigned me.'

On his four-week tour of the country promoting 'Loud and Clear,' Serling says

he was confronted by a bookstore owner who told him he should have written a book 'exposing' the airline industry rather than one about air safety.

'She said I would have sold a lot more books. That really burned me. I wrote what I did because as a reporter I felt I was telling the truth. I didn't feel I had anything to expose.'

George Golding aviation editor of the San Mateo Times, and I talked to Serling during the author's visit to Air West. Golding asked what problems he faced in writing 'Loud and Clear.'

Serling pushed back his glasses, tamped down the ashes in his pipe and thought for a second before he answered. He inferred time was the biggest problem.

'This book is an object lesson in air progress. It has been out only a month and already some parts are out of date. I spent \$150 of my own money just to make revisions after the final galley proofs were made. Things in this business change that fast.'

Serling has not always been a successful writer. Before the success of 'The President's Plane Is Missing' became apparent, he was seriously considering another line of work.

'I am the luckiest guy in the world. 'The President's Plane Is Missing' gave me some money to work with. Before that I had written a couple of books but I hadn't made any money. I was just about broke. When the book went on the best-seller list, I sat down and bawled like a baby.'

Money isn't the only thing that makes this man happy. The first, obviously, is his extremely attractive wife, Priscilla, who, by the way, is a former Western Airline hostess. But on material matters, Serling says, 'The most satisfying thing of all is to get letters from people who say they have read my books and that their lives were changed by them.'

'I remember a letter from a United hostess who said she had been a reservation agent but had really wanted to be a hostess. She said she was afraid to apply for a hostess job until after she read 'Left Seat.' She said she applied for the job the day after she finished reading the book. The letter, which was written aboard a DC-8 on her first flight, ended by saying, 'Thanks for changing my life.' I felt 10 feet off the ground.'

Doubleday and Company, which published 'Loud and Clear,' sent along 25 copies of the book for Serling to autograph for Air West employees. Despite his near exhaustive fatigue, Serling gladly consented to visit Air West. Among his old friends, Serling lists president Bob Henry, marketing vice president Larry Decker, general sales manager Dick Neal and John Lindsay, assistant vice president for advertising and publicity.

All the books were gone after the visit and Serling left with more friends than came in with. The people that read 'Loud and Clear' will want to be included in that friendship. It's a good book that tells it like it is. No punches. No gloss jobs. No cover ups. And above all, no lies.