

# AIR WEST 69news



said 'sock-it-to-me.'

Air West also has a Judy Carns. She's young and pretty, but she is from Texas and as far as we know, she has never had a bucket of water thrown at her.

Our Judy is a reservation agent at Phoenix and has been for about a year and a half. That's not quite the way she had planned things to work out, but now Judy is glad that they did.

Judy holds a bachelor's degree in education from the Arizona State University at Tempe, Ariz. Her specialty is music and drama. At the time she was graduated in 1967, there were no jobs available in Phoenix high schools in her line. She decided to wait a while and took a job with a local bank.

She later heard of an opening with Air West and applied. 'I really didn't know what I was getting into because I didn't know the right wing from the left one. Now I really enjoy the work and flying.'



Judy plans to go back to school this summer to get her elementary education certificate.

'I lack 22 units,' she says. 'I don't know if I am going to teach or not because I really like working with the airline. But I would like to work into some area with children.'

San Francisco customer service agent Mike Lee may have good reason to feel he has enemies in Oregon.

He is a 23-year-old native of Eugene and until about a year ago, spent most of his time there. Mike even enrolled at the University of Oregon with a major in transportation. He had completed three years toward his degree when the university suddenly dropped Mike's major from its scholastic program.

But Mike is philosophical about the whole thing. 'There were only two of us in the program so I really don't blame them.'

He is still after that degree. That is the main reason he now lives in the Bay Area. 'I looked for schools which offered my major and found that San Jose State had a good program. Since I think San Francisco is the greatest place in the world to live, the choice was easy to make.'

He moved from Oregon to San Francisco last spring. 'I went to work with Air West even after United offered me a job because in all my past dealings with the

companies which made up the present company, I felt comfortable. The people were friendly and it seemed so much better than a larger airline.'

Mike expects to get his degree in a year or so by going to school part-time. After that, he is not going to be satisfied with remaining an agent. 'I want to get into



from a musical background. That impression would be right. She won her first musical award when she was 11 years old. It amounted to \$5 as first prize in a minstrel show in Jacksonville, Texas, her home at the time.

She was given a musical scholarship both to Phoenix College and Arizona State University. She participated in numerous stage and choral productions while in college and traveled with ASU's Symphony Choir. She also sings in Italian, French and German.

It's not all music. Far from it. Judy is an auto racing bug. 'I like to watch but I drove in a rally once and finished third from last.' She also hunts when she can.

In addition to all this musical talent, Judy is a good worker. Her boss, Phoenix reservations manager Bud Mealey, says, 'She really does a fine job for us. She's very conscientious, she has a real good attitude and is very dependable. All of these make her stand out as an employee.'

PROFILES by Ken Jensen

marketing with Air West when I finish school,' he says. 'I feel great personal achievement and satisfaction working in transportation and I feel equal satisfaction working for Air West.'

Appropriately enough, Air West likes Mike, too. San Francisco sales/service manager Paul Shoaff says, 'Mike always does a little more than what is expected of him. We have received several fine letters from passengers about the service he has given them. He's an outstanding employee.'

Mike does yeoman duty as an escort for passengers who require assistance. He has made four trips in the past year with injured or ill persons who otherwise would have been alone. The latest was a 70-year-old lady going to Oregon who had never flown before. To complicate things, she was recovering from an operation and was very nervous about the flight. Mike was more than willing to help out.

But that's just the way he is. And that's good.



Dean Jensen, Phoenix mechanic, strikes an artistic poise

## What's it take to change an image?

How much does it take to change an image?

If you're talking about painting a fleet of airplanes, it could take 76 miles of paint and a hundred thousand dollars. That is how much Air West has used in converting its fleet to a common color scheme over the past year.

The regional carrier has added a few other touches, too: new signs and insignia on buildings and ground equipment; bright uniforms for hostesses and agents and business-like ones for pilots; Air West identification on expendable items like stationery and coffee cups.

But the most involved undertaking of all was the change-over of aircraft colors and logotypes from those used by the three Air West partners — Pacific, Bonanza and West Coast airlines — prior to their merger in April, 1968.

Since the aircraft were almost always in service and required several days to paint, it has taken a year or more to give all units in the Air West fleet the image-making treatment. The last of them, a jetprop with the nickname "Triple Seven"

after its registration number, N2777, emerged gleaming from the hangar at Phoenix only in May of this year.

Ahead of it, maintenance personnel at Phoenix had given 33 other F-27s, 4 Piper Navajo MiniLiners and 3 Douglas DC-9-10 jets a coating of white on the fuselage and one of four special color combinations on the tail.

(The larger Series 30 DC-9s which Air West has been acquiring from Douglas are delivered with the new colors; 14 of these had been taken over by Air West by the middle of May with 2 others to come before the end of June.)

According to John W. Huffman, Air West director of purchasing, each F-27 required 13 gallons of tough polyurethane paint, the DC-9-10s 40 gallons each, and the MiniLiners, 3 gallons apiece. It takes about 55 gallons to cover one of the larger DC-9s.

In all, the paint for 52 planes weighed slightly more than 16,000 pounds, which is equivalent to the combined empty weight of the four Air West MiniLiners.

The airline feels that it has gotten a

bargain in durability as result of its switch to the polyurethane product.

'The new paint should last up to eight times as long as the enamel formerly used,' says Huffman. It dries extremely hard and is easier to keep clean because of its imperviousness to grime, hydraulic fluids and other corrosive substances.

There is evidence, too, that Air West may have pulled off the 'longest' paint job in regional airline history.

Ken Owens, assistant to the director of purchasing, did a little checking among paint consumers in Phoenix and learned that had the paint which went on the 52 planes been applied instead as a continuous highway divider strip 4 inches wide and 3 mils thick, it would have stretched 76 miles.

Advice on how to accomplish that can be obtained from the Arizona Department of Highways in Phoenix; the paint is available either from Jerome A. Taudte Co., of Miami, Fla., or the U.S. Paint & Lacquer Chemical Co., of St. Louis, Mo.

Now that you know, go to it.

Headlining the news from southern California is the selection of Mrs. Anke Dodson as the Los Angeles 'agent of the month.'

Anke has been with Air West at Los Angeles since 1964 in reservations and now as a customer service representative. The award letter states: 'She goes out of her way to give extra passenger service. She is continually helping the ticket counter agents and is extremely efficient at all times while performing her job.'

The Los Angeles chapter of the Air West Employes Club has elected officers for the coming year. They are Gary Bolton, president; Tom Reedy, vice president; Joanie LaPole, secretary; Ray Quirion, treasurer; Donn Anderson, station representative; William Douglas, maintenance representative, and Mary Hibbard, reservations representative.

In a move which may have been designed to promote better interdepartmental relations, sales/service agent Larry Wehr and Cathy Rogers of reservations were married.

Los Angeles reservations girls have organized a softball team and were successful in their first outing. The Air West girls defeated their counterparts from Flying Tigers, 8-6.

Jenny Pusey, of reservations, won a trip to Columbia on Avianca during that carrier's recent interline promotion ven-

ture. Jenny was also a winner in the recent 'res' training poster contest, receiving a set of personalized stationery. Other LAX winners were Linda Cawley, Kathy Cropper, Kathy Heckman and Kathy Doyle. All received Air West flight bags and valet bags.

The Los Angeles basketball team members have hung up their jerseys after getting a late start on the Air West roundball circuit. The team is officially dormant but several team members continue to practice, muttering, 'Just wait 'til next year.'

A large group of employes from southern California have been traveling lately, including one group of 19 which took a United Air Lines weekend tour of Washington, D.C. Those on the tour were: Mr. and Mrs. Ray Vaughn; Mr. and Mrs. Leon Serr; Mr. and Mrs. Richard Bounds; Mr. and Mrs. Ken Armstrong; Mr. and Mrs. Donn Anderson; Mr. and Mrs. Gary Hanson; Linda Turnbull; Penny Pennington; Gloria Lipman; Patsy Otake; Donna Green; Rosemarie Matsunaga; and Pat McCord.

Chief agent Lewis Petre and 'res' agent Laurel Ingraham were invited on a special Lufthansa tour of Germany. John Grennan just returned from Japan and Richard Merkley and Claus Schwarzer made the rounds in Europe.

Thirty-two Air West employes recently completed courses of study at the training center at Phoenix, including 10 newly hired hostesses.

Eight employes completed supervisory training: Mike Connelly, Seattle reservations; Timothy Takayoshi, San Francisco reservations; Peg Gilliland, Los Angeles reservations; and from Phoenix: Al Teutschel, training; Richard Gerber, supply; Rita Moody, data processing; Ruth Murphy, reservations; and Ken Phillips, production control.

Jim Clark, manager of flight ground training, reports that nine pilots have completed initial pilot qualifications. Those in the F-27 class were William Brewer, Phillip Lane, Gary Capps and R. J. Bartell. New Piper Navajo pilots are Thomas Fields, Gene Kranc, Lou Nilsen, Ernie Prosch and Sam Storey.

John Palmer, manager of customer service training, lists the 10 new hostesses and their domiciles as:

Las Vegas — Madelyn Finley, Carol Darville, Sallie Swanson, Terri Martin, Kathleen Meehl and Christine Schlotterback.

Phoenix — Lorraine Lake, Carol Vaughn, Jeannine La Grandeur and Sunny Vargas.

Ernie Winn, manager of maintenance training, says six men have completed basic maintenance indoctrination: John Ditty, Robert Hopper, Robert McClanahan, Donald Sasser, Richard Smith and Robert Wooley.

## Arch Miller steps up

Arch Miller, the bespectacled assistant director of reservations, has a new title and additional duties.

Nick Lauer, director of reservations, has appointed Miller assistant director of reservations for automated systems. In the new capacity, he will continue to assist Lauer but will have the responsibility of control over all computer reservation programs.

Miller will also make studies and evaluations of new automated reservation systems, including the advanced passenger

name record system now being used by some trunk carriers.

Says Lauer, 'Arch was the one who put the Bunker-Ramo system together for us. It has worked so well, we decided to let him have control over it.'

The lanky Miller came to the West from Iowa, joining Bonanza in 1959 as a cargo attendant at Ontario. It wasn't long before he had learned all he wanted to know about cargo handling and in May, 1961, he began a new career in reservations at Phoenix.

## Picnic

The Air West Employes Club picnic has been scheduled for July 12 at Blackberry Farm on the San Francisco Peninsula.

Don Ohler, chairman, says activities will include everything which makes a picnic fun, among them swimming, golf, softball, horseshoes, volleyball and dancing.

The picnic will open at 9 a.m. with a golf tournament and continue until 9 p.m. Admission will be \$1.00 for adults and 50 cents for children 6 to 12.

Leona Berglund demonstrates telephone technique at SFO 'res' center to her Shasta J.C. airline career students



John Chan photo

## Leona, the flying school teacher

It has been five years since Leona Berglund decided to become a hostess instead of a teacher, and she still hasn't changed her mind about airline work. She likes it.

Leona joined Air West in 1964 at San Francisco after she took a plane ride and decided the hostesses looked like they were having a good time. But it wasn't any easy decision to make.

Leona had just received her bachelor's degree in art from Oakland's Mills College and her teaching certificate in art and social studies from the University of California at Berkeley.

'I was looking for something temporary because I was tired of school for the time being. I don't regret my decision,' she says.

Leona is now making up for all that lost teaching time and she is doing it with Air West's blessings. She is the instructor of a two-year airline training course at Redding's Shasta Junior College.

About a year ago a representative of the college came to Air West seeking help from Kip Wharten, assistant to the vice president of marketing, in establishing its airline education program. Because of her experience and qualifications, Leona was asked to take the job. She says she is glad

she did even though it means some inconvenience to her.

For one thing, it means she had to bid every Wednesday off and spend that day in Redding teaching, instead of doing what other people do on their day off.

For another thing, it meant she had to virtually design the course by herself and set up the class without ever having practical teaching experience.

But, she says, 'I have really enjoyed the class because the students are all really interested in the subject and the class work or they wouldn't be there.

It's really an airline stewardess class but we are trying to give them an insight into the entire industry at the same time.

'We try to point out what airline jobs are available and how to apply for them. We teach the girls how to read a flight schedule, how to identify airline codes and routes and also how to read the Official Airline Guide.'

Leona says that surprisingly enough not all the girls in her class want to start out flying. Some would rather begin in reservations or other ground work.

The past year's work has been on the basics of the industry. The same girls next year will go on to the advanced class, also

to be taught by Leona, while a new group will begin the basic class. The girls who complete the two-year course are awarded an associate of arts degree.

Ten of the girls in the class took a trip to San Francisco in May to get a first-hand look at airline operations. San Francisco district sales manager Ron Gilmore and sales representative John Chan were the guides for the tour, which included the Air West general office, the airport tower, the airport fire station and the U.S. Coast Guard search and rescue facility.

Leona has come a long way from her growing-up days in Fresno, where her parents still live. She is now an experienced hostess and is becoming a seasoned college teacher. What makes it easy is that each of these traits complements the other.

Leona has no desire at present to take up teaching full-time. 'Right now I have the best of both worlds. I have good days off and this teaching is something very constructive to fill in that extra time. I am not considering full-time teaching right now because I still enjoy flying too much. But in two or three years, who knows?'

## SERVICE HONOR ROLL

January — April

### Twenty years

San Francisco — Gordon E. Mawson, mechanic; G. F. 'Red' Hill, director properties and facilities. Spokane — Neil McLain, mechanic. Phoenix — Norman R. MacGowan, captain.

### Fifteen years

Seattle — Jack L. Charleston, mechanic; Herbert M. Matzdorf, captain. Pasco — Jack L. Clayton, senior agent. Prescott — Al J. Pott, agent. Spokane — Gale Briggs, mechanic. Phoenix — Luther Chinberg, lead mechanic. Phoenix — John T. Hayes, sales/service manager. Lewiston — David Tarola, agent. Ephrata — Jim E. Smith, sales/service manager.

### Ten years

San Francisco — Dick Neal, general sales manager.

### May

### Fifteen years

Phoenix — Donald R. Clary, supervisor maintenance control; Harold G. Snider, Maintenance instructor. Los Angeles — Lawrence N. Plummer, Agent.

### Ten years

Phoenix — Harold Bingen, mechanic; Joseph H. Ekstrom, senior crew sched-

uler; Richard B. Garn, agent; Hugh D. Hawthorne, mechanic; Harry J. Hill, mechanic.

San Francisco — Michael Brand, senior agent; George S. Locke, captain; Clarence A. Myhre, vice president corporate service; Tom Van Bogart, controller.

Salt Lake City — Jerry R. Butler, JAMTO agent. Oxnard — Nathan W. Lee, sales/service manager. Seattle — Helen Lund, aircraft cleaner. Boise — Curtis L. Long, mechanic. Santa Ana — Merlyn A. Peterson, senior agent. Los Angeles — Arthur W. Pierce, agent.

### Five years

Los Angeles — Carol Belyea, reservations agent; Patricia Bonner, customer service representative; Don Crawley, senior agent; Arleigh Hanson, reservations agent; John Linkey, agent.

Phoenix — Karen Crouch; Moyia Cruikshank; and Earlene Moore, hostesses; Ray Winiger, mechanic.

San Francisco — Stan French, manager passenger tariffs; Edward Maymo, senior agent; Gerald McKay, press operator; Jim Rylander, assistant manager reservations; Wilma Seyd, senior reservations agent.

Seattle — John Swisher and Lawrence W. West, flight officers; Beatrice Valiquette, secretary.

## Two key appointees

Two key managerial appointments have been made in flight safety and data processing.

The appointees are Robert Rumold, manager of operations engineering, and Robert A. Cranston, manager of data processing. Both are newly created positions.

David R. Hinson, director of flight safety research, said Rumold will be responsible for the engineering services that are required by the flight safety division.

Rumold joins Air West from the Boeing Airplane Co., Renton, Wash. He is a graduate of the Massachusetts Institute of Technology and Tufts University. He holds a master's degree in aeronautics and astronautics and a bachelor's degree in electrical engineering.

He is a native of Shawnee Mission, Kan., and lives with his wife, Louise, in Foster City, Calif.

His work at Boeing included participation in the development of STOL and VTOL aircraft concepts. Rumold has extensive experience in the use of digital computers for aircraft design and analysis and is fluent in six computer languages.

Cranston will report to Tom Burke, director of management information services, and have direct responsibility for programming and computer operations at both San Francisco and Phoenix data processing operations.

Cranston joins Air West from Evans Products Co., of Portland, where he was a data processing consultant. He has also served as manager of data processing for Georgia Pacific Co. at Portland.

He was graduated from Portland State College in 1966 with a degree in business administration.

## Basketball league

After a winter of more or less play-when-you-can-get-an-opponent, a new Air West basketball league is beginning to take shape.

The first meeting of interested stations was held at Salt Lake City in May. Bob Stevens, Portland, was elected director and secretary/treasurer of the league. Tom Lewis, Las Vegas, was named assistant director and assistant secretary/treasurer; Mike Ferguson, Los Angeles, public relations representative; and Jim Wahl, Portland, statistician.

Team colors were selected for stations which have indicated they will participate: Salt Lake City, green and white; Los Angeles, maroon and gold; Portland,

black and white; Las Vegas, orange, white and black; and Spokane, red, white and blue.

The league champion will receive both a permanent trophy and a traveling trophy which it will keep as long as it is champion. Members of the winning team will receive a certificate or small trophy for their efforts.

## Air West 69 News

No. 11

May 30, 1969

Don Gooding, editor; Ken Jensen staff writer/photographer. Cover: Leona Berglund; Rick Bartole and Billie Phillips; Roger Hellie; Wilma Seyd and 'res' class.



Rumold

Cranston

# Remember : the magic word is 'Thank You'

A concentrated reservations training program, involving 350 employees and taking about six weeks, has been completed by Air West.

Nick Lauer, director of reservations, said the program was the first detailed telephone sales training session undertaken by the company since the merger. 'We felt there was a great need to standardize our telephone selling techniques and also to upgrade the process to keep up with the industry,' he said.

'Our people now have a more professional attitude toward telephone selling and they seem to have a greater control over the conversation. We think this training program has been very successful.'

The program began April 14 and involved people from not only reservations but also the sales and training departments.

Gary Kidwell set up a slide presentation illustrating the major selling points on the Air West system. Vern Chase established a program to be followed by regional and district sales managers in assisting reservations managers.

Says Chase, 'We have to emphasize how important the reservations personnel are to a well-functioning marketing team.' He said the sales department effort in the program was directed at just that: letting the 'res' agents know what they actually

do for the airline.

Four regional reservation trainers did most of the actual training. They were Wilma Seyd, San Francisco; Gil Roman, Phoenix; Chris Jensen, Seattle; and George Ann Piatt, Los Angeles.

Lauer said each agent attended nine hours of classroom training during slack periods and shift overlap times over the six-week period. He said the training pro-

gram will continue with the next emphasis on tariffs and fares.

As a sidelight to the training program, a poster contest was held to generate interest in the overall program. The winner was Joy Smith, Seattle, who will receive tickets for two to Rome. Jenny Pusey and Barbara Blair, both of Los Angeles, were awarded sets of personalized stationery and Air West flight bags.

Instructor Wilma Seyd emphasizes a 'don't' of telephone selling



## Interline Report

A successful interline educational trip to Puerto Vallarta was held in May.

Reservation agents from American, Frontier, Western and TWA were guests of Air West for four days. Jerry Arnold, manager of interline sales, was assisted by Salvador Ramos, Puerto Vallarta sales/service manager; Jim Carmean, Santa Ana district sales manager; and Ken Jensen, of the publicity office, in conducting the tour.

The 16 tour members stayed at the Posada Vallarta Hotel and during the trip visited the new Western International

Hotel (scheduled to open in October) and made side trips to Mismaloya and Yelapa.

In the travel bargains department, the Sunset Crest in St. James, Barbados, West Indies, is offering villas to airline personnel at a greatly reduced rate through December 15.

A two-bedroom villa with two bathrooms, kitchen and patio is offered at \$75 per week. Also available are larger rooms, full maid service and babysitters. Write Sunset Crest Rentals, Holetown, Barbados, West Indies.

## Rudy Zepeda

Rudy Zepeda, Air West's vice president for international affairs, has been elected to the membership of the Newcomen Society of North America, an organization established for the study of business and industrial history.

Zepeda's influence was felt in other quarters recently when he was interviewed by The Arizonian magazine as an expert on Mexican affairs.

The magazine article referred to Mexico's turn toward a more affluent society and Zepeda offered proof that the writer's theory was true.



The head greeter at Coos Bay is Roger Hellie, manager



Night departure for Portland





A view of Coos Bay waterfront



A great natural rivalry exists between Coos Bay and North Bend, two of Oregon's unbelievably beautiful coastal communities. There is great reason for the two seaports to be envious of each other.

Both are beautiful. Both are resourceful, peaceful and serene. Both are rich in moral values. And both are strong communities deep in tradition and rich with heritage.

But neither community likes to admit the other exists. Neither will give the other credit for its accomplishments or go out of its way to mention the other in conversation.

During my visit to the area, I talked to members of both chambers of commerce. In each office, the officials referred to the other community as just 'that other city.'

The cities are close, however, closer than either will admit. The one binding factor is lumber and the wealth it brings to the area. Lumber and its by-products account for almost 90 per cent of the economic value of Coos County. Tourists bring in a large portion of the remaining 10 per cent while fishing, dairying and other businesses account for the rest.

The Coos River, which winds and worries through the proud Oregon Coast Range into the Pacific Ocean, forms Coos Bay, the busiest ocean port between San Francisco and Portland. More lumber is shipped from this bay than any other port in the world. Ships come to southwestern Oregon from all parts of the

globe to load up and carry home many million board feet of lumber.

The port's largest customer for forest products is Japan. Ships bearing the Rising Sun are here frequently, taking on loads of rough logs fresh from the forests. The ships will take the logs far across the Pacific to Japanese mills where they will be cut into lumber which may be shipped back to the United States to be sold at a cheaper price than logs processed here.

Coos County is an excellent retreat for people who want to get away from the dreary life of freeways, office buildings, time clocks, coffee breaks and cocktail parties. Miles of clean beach and towering dunes stretch north and south from the area.

More square miles of forest land than you could ever explore in a hundred years are within a short drive of the two communities. Mile after beautiful mile of streams and rivers are interlaced through the rich, verdant hills and mountains which surround these quiet towns. Each of those streams and rivers is crowded with fish until you would think you would tire of fishing before you caught them all. But you never could do either.

The only disappointing thing about Coos County is that it is not possible in one man's lifetime to know it all, to explore every trail, to walk every beach, to hike every hill, or to see every sunset. It isn't possible but it would be one of life's grandest adventures just trying.

## REPORT FROM COOS BAY

Text and photographs by Ken Jensen

A popular rumor among the agents at North Bend/Coos Bay is that there is a permanent waiting list of people waiting to transfer in.

I don't know if that's true but it has been three years since anyone was hired as a permanent employe there. Dale Brown has been trying for some time to get on permanently with Air West but so far can only squeeze in as a part-time agent.

Says Dale, 'It took me two years to get on part-time and now I am trying for full-time. I want to stay here but it looks like I am going to have to accept some

other station.'

Chuck Wilkinson was the last new man hired. That was in December of 1966. Dennis Sturdivan joined Air West at North Bend only a few days earlier. Both men grew up in Oregon but Wilkinson, still a bachelor, was born in Missouri.

Says Wilkinson, 'This is God's country. It's always green. There is always good fishing and hunting very near by. At the most, you only have to drive a short way to get into the open.'

Sturdivan was born at Myrtle Point, Ore., and raised at Coquille, south of here.



A Pacific Ocean beach close by North Bend



Bill Kime

Agents Chuck Wilkinson and Dale Brown



The longevity then drops back to 1963 when Jim Dean joined up after moving from Maryland. He is an Air Force veteran and attended Strayers College at Washington, D.C., for a time.

Bill Kime doubles in brass as an Air West agent and a part-time Hertz Rent-a-Car salesman. He became an Air West employe in 1962 and now is the proud father of five children. Sales/service manager Roger (Red) Hellie came to the area from Bozeman, Mont. On the way, he made stops as an Air West employe at

Walla Walla, Eugene (twice), Yakima and Portland.

Air West's operations at North Bend/Coos Bay began in 1947 and it was one of the first stations on the West Coast Airlines system. The first terminal was in an old 'temporary' building put up by the Coast Guard during the war.

Hellie says, affectionately, 'When we were in that old building, there was just barely room enough for us and not much at all for passengers. The city of North Bend now owns the airport and it is one

of the only terminals on the Air West system which does not charge the company landing fees.'

The operations are unique in that the airport is probably the foggiest in the nation. Its only competitor in that class would be Crescent City, which was joined to Coos Bay by a scheduled airline for the first time April 27 in the Air West route consolidation award. In any case, fog very frequently closes the airport during the summer months.

At the present time, all Air West flights



Jim Dean

Bill Kime pilots a buggy along towering beach dunes north of Coos Bay



Hugh Stratford photo

there are by F-27s and all are one-engine stops.

People think highly of the Coos Bay area. Consider this sampling of opinion.

Jim Hope, manager of the Globe Travel Agency in North Bend: 'Travel is a great business here and people really go all over, especially from here to Portland and then to Hawaii. It seems that most of our people are non-native and they usually like to travel a lot. There is also a lot of money here.'

Glen Mullins, manager of the Avis car

rental agency at North Bend: 'I guess it's the freedom we enjoy that makes it so great here. We haven't been overrun with industry and I hope we are not. The communities around here take a good, long look before they invite someone in to set up a business.'

Jim Dean, Air West agent: 'No place has come up that I would care to transfer to. The living here is, what would you say, unhurried.'

Chuck Wilkinson, Air West agent: 'The people are so easy to get along with. The

area is just about the right size and it has not developed a big city complex.'

There are 55,000 people in Coos County and Air West is the only real means of public transportation available to them. There is no passenger train. There is no freeway to make highway travel comfortable and very few people take the time to enjoy shipboard travel anymore. It seems rather nice that something so pleasant as Coos County depends on you for air service. You would like to think you helped make it that way.

END

Air West freight agent Rick Bortole takes Billee Phillips for a test hop on his trusty cycle



## She's an angel, but not from Hell

With her leather jacket and pants, riding boots and helmet on, you probably wouldn't recognize her. She's the same girl you talk to when you want money from the Pacific Credit Union, Billee Phillips.

That's right, Billee Phillips is hooked on motorcycles. She doesn't drive one but she's a good rider. So good, she's been adopted by the all-male Recon Motorcycle Club of San Francisco.

Billee, who is originally from Medford, Ore., won the club's Buddy Rider trophy at its fifth annual picnic, an affair in which more than 300 cyclists from throughout California participated. These are not Hell's Angel types, far from it. They are college students, businessmen, stockbrokers, airline employes, accountants and school teachers. And Billee was the only woman.

'I am sort of the den mother,' she says. 'They treat me like a lady and I appreciate that.'

She won the trophy in competition which required the driver and rider to follow a course from San Francisco to the Oakland hills. The only directions they had was the basic area of the destination. They had to find their way by locating course markers, such as lime thrown on

the ground. At each marker, rider and driver would pick an envelope with a playing card inside. The person with the highest poker hand at the end of the run won the prize. Billee won on two pairs and she was able to find all five cards.

A week or so later, the club asked Billee to go along on a group trip from San Francisco to Sacramento and she was more than happy to accept. Again, she was the only woman.

'I friend of mine says I get along with these people because I am a pushy broad. I just got accepted, I don't know why. I don't have to work, I don't have to do anything. I am strictly a guest.'

Billee, who has white hair and is in her 40s, joined Air West first in 1955 in the Pacific payroll department at San Francisco. She left in 1958 but returned nine years later to work in the credit union.

Last summer she was on the production crew of the movie 'Charon,' a privately-produced dramatic film which will be released in a major foreign film festival.

Credit union work may not be the most exciting around but when you can mix in motorcycles and movies, things can get very interesting. Ask Billee Phillips, she'll tell you all about it.

## Fare increase

The California Public Utilities Commission has granted Air West permission to increase its intrastate fares from \$1 to \$3 and establish a minimum fare of \$10 one-way.

Next, Bob Hill, assistant vice president of tariffs, will appear before the Nevada Public Service Commission June 9 in support of a similar intrastate fare structure

## Portland election

The Portland chapter of the Air West Employees Club has elected Robert Butler president; Judy Bergh, vice president; Martha Miller, secretary; and Alice Michael, treasurer.

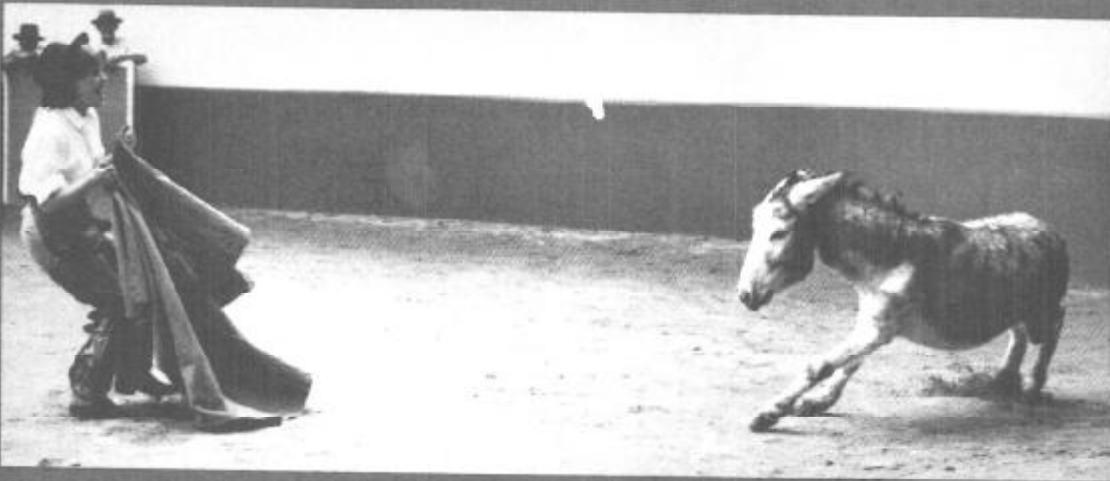
## Ron Weinert

Call him captain or colonel, either one will get his attention, and either rank is correct.

Ron Weinert, an Air West F-27 captain based at Las Vegas, recently was promoted by Idaho Gov. Don Samuelson to the rank of Lieutenant-colonel in the Idaho Air National Guard. Weinert is commanding officer of the 190th Fighter Interceptor Group at Boise's Gowen Field.

He has been an Air West pilot since 1959 and in the Idaho Air National Guard the same length of time. He is a past winner of the Trail Trophy awarded annually to the Idaho Air Guard's top F-102 pilot.





## Beauty and the Bull

by Ken Jensen

The idea, they tell me, is to hold the cape in front of you until the bull begins his charge and then move it or yourself quickly to one side. I mean, it just makes sense to not be behind the cape when the bull rushes through.

Barbara Taylor, a very attractive blond San Francisco reservations agent, thought she knew that too, but it didn't do her any good. The bull came through the cape and she was still standing behind it. Into the air and over the bull's back she went, landing very unladylike on her after deck.

Barbara and Mary Moriarity, also of SFO, were part of a Western Airlines interline tour to Mexico City in May. When the opportunity came to pit her well-dis-

tributed 110 pounds against a thousand-pound bull, Barbara could not resist. Mary, however, thought it better to watch.

The group had been to a real bull fight the previous day but their chance to challenge the bull came at a restaurant-cum-bull ring outside the Mexican capital.

Those who volunteered were taken to a room beneath the restaurant which surrounds the bull ring and given a few pointers on fighting bulls. Like getting out of the critter's way.

Says Barbara, 'They gave us men's clothes to wear, including shoes that were way too big. They were all so big, it made it very hard to run away and you had

better believe I ran.'

Barbara was first in the ring. When the gate opened and a burro came out instead of a bull she says she felt 'relieved.' The 50 or so persons in the restaurant gave a hearty 'Ole' as Barbara took a step toward the animal and scared him away. But then came the real thing:

Toro!

The bull came in and the next thing Barbara knew she was on the ground feeling somewhat discouraged but otherwise unhurt. They made her challenge the bull again, the right way. She did it, but not without reservations.

Would she do it again?

'No,' she said flatly, 'It looked like such a cinch, but never again, no thanks!'

## Bigger than ever

Like the giant beanstalk, Air West keeps on growing.

Bill Carlson, the measuring man in Research and Development, computed the gains in the recent Pacific Northwest/Southwest case, which pivoted around Salt Lake City, and losses resulting from the consolidation of the old Pacific and West Coast airline routes in northern California and Oregon, and found that Air West no longer consisted of 9,953 un-duplicated route/miles.

It's now 10,863 miles overall.

The routes involving Salt Lake City, Boise, Portland, Seattle and Spokane added 1,277 miles, of which the longest

segment is Spokane to Salt Lake City: 549 miles. Although the consolidation added short bridges between two coastal segments, it wiped out duplicate mileage and shortened the system by 367 miles.

## Sales blitz

Four California cities have been hit by a blitz. Not an ordinary blitz, but a saturation sales blitz under the direction of San Francisco district sales manager Ron Gilmore.

Gilmore, along with sales representatives John Chan, Richard Kerley, Bud

Stokes and Ron Riley, made calls last month in every business office they could find, from bars to beauty shops to law offices to auto parts stores in Eureka, San Jose, Santa Rosa and Monterey.

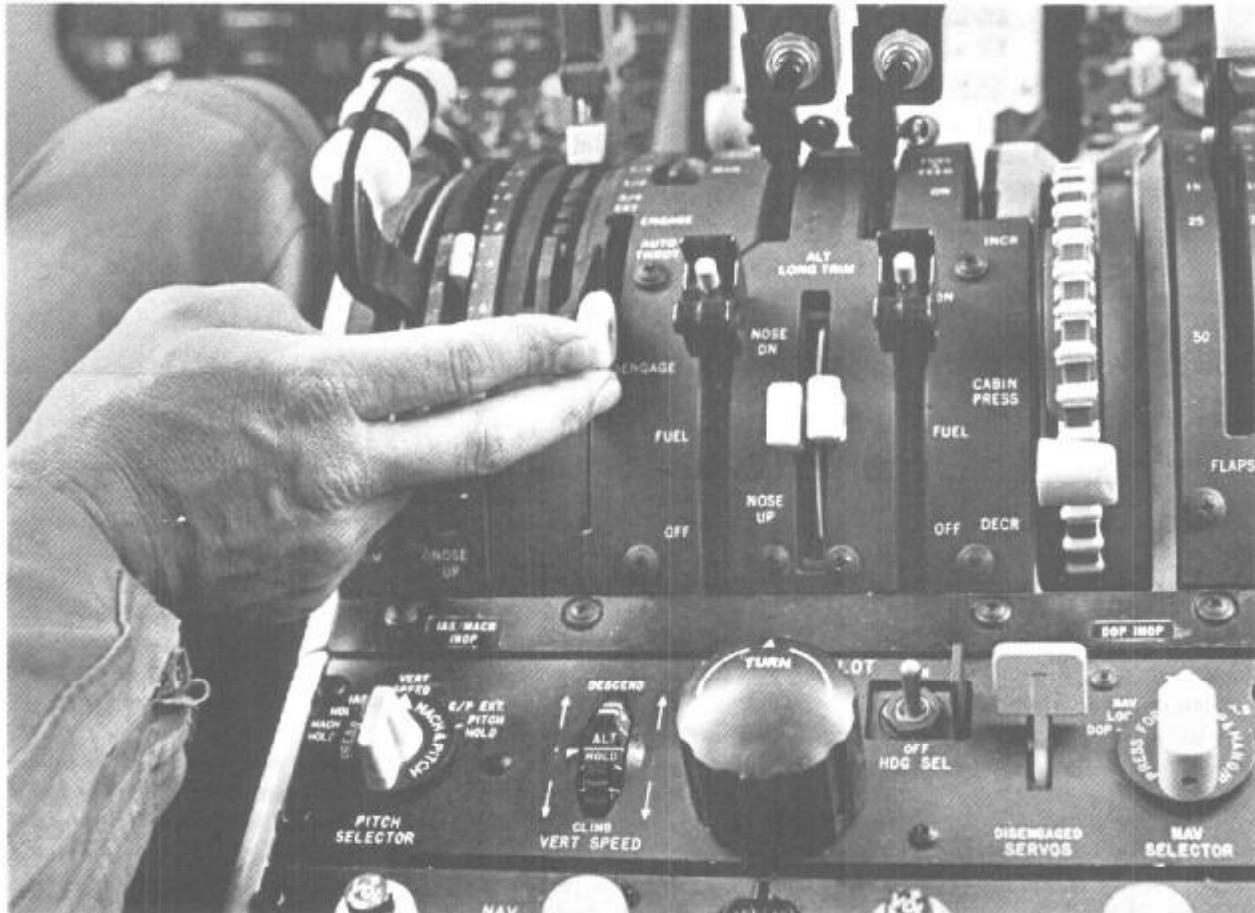
Says Gilmore, 'We were trying for quantity along with quality. We talked to everyone we met and tried to point out where Air West's service would benefit them.'

'In Eureka and Santa Rosa we talked about new service to areas not previously served. In San Jose we talked about increased frequency to Reno. And in all the cities, we talked about Air West's on-time performance.'



Before acceptance flight, Dave Hinson gives the DC-9 a thorough inspection on the ground

This compact central pedestal gives an Air West pilot finger-rip control over his



DC-9's engines, flaps, trim system, auto pilot and throttle, speed brakes and other flight management devices

## Test pilot

(From back cover)

ing forward to it. A stall is a situation where the wings do not provide enough lift to keep the plane in the air. A full stall would cause a plane to actually stop flying and begin to fall out of the sky. A stall is a dangerous maneuver, but necessary under these circumstances so Hinson can check out the stall warning systems.

As the speed of the plane dropped, the craft developed a nose-high attitude as if it were climbing. I managed to glance out the window at the horizon and it appeared we were at an angle of at least 45 degrees. It was actually much less than that, probably only 11 or 12 degrees.

The speed slowed to 145 knots and both pilots gave their full attention to the dials in front of them. Hinson was flying the plane but Milligan had his hands ready to help should something happen.

At about 140 knots, the stick began shaking violently, warning the pilots that a stall was near.

Seconds later the almost unearthly blare of a klaxon horn filled the cockpit with such a cacophony of sound I thought the world had certainly come to an abrupt end.

This unbelievably loud, tumultuous clamor continued until Hinson had increased the speed of the plane past the stall point. A pilot told me later the warning system, the horn and stick shaker, was put in to get your attention. It did.

From the time the stick shaker went into action until the time the unholy klaxon was quiet, the plane dropped about 800 feet and gained 10 or 15 knots airspeed. It all took less than 20 seconds but it seemed an eternity.

The supplemental stall recognition system worked well, I had to agree. The ringing in my ears continued for some time after the klaxon went into retirement. The sweat on my hands also continued for some time.

Hinson returned his attention to the vibration noise. 'BRRRUMMMM, there it goes again,' he said with the same motion of his hand. 'What the hell is it?'

'Well, there's one sure way to find out.' He answered his own question. He turned to Milligan and pointed to the engine controls. 'I am going to shut down this

engine,' he said.

Again sweat appeared on my hands. One complete shock per day is enough for any man.

The only sensation from shutting down the engine was a very slight change in the engine noise. There was no noticeable change in the aircraft's attitude and there was no noticeable change in speed.

The noise continued so Hinson restarted the engine. As soon as it was performing adequately, he shut down the other engine. Still the noise continued. 'Restart it,' he said. Milligan did it at once.

Then Hinson was quiet for a few minutes, as if thinking about some place far away. 'That's it,' he blurted suddenly. 'Sure, it's in the radar.'

He proved it by turning off the radar. The noise stopped. He switched the instrument back on and once again the noise began. Then Hinson moved his finger in time to the sweep of the radar scanner. The noise followed the exact movement of his finger. A Douglas technician made a note to have the radar completely checked out when we returned. The vibration apparently was caused by a misadjusted rotating radar reflector.

The remainder of the trip consisted of a short stop at Ontario International Airport for an instrument change and several practice approaches. The approaches were flown by the autopilot and automatic throttles with the human pilot actually taking over only when the plane was 100 feet off the ground.

Rud commented, 'The other day we had a Delta pilot who thought he could make a better approach than the autopilot. He tried several times but eventually conceded to the machine.'

We went back to Long Beach and the whole crew went in for a debriefing.

Hinson told the Douglas people about the flight and they made notes on the things which needed correction. They said the plane would be ready for delivery the following Friday, right on schedule.

But for me, an inexperienced non-pilot, the plane seemed more than ready right then. It already seemed smarter than the men who built it.

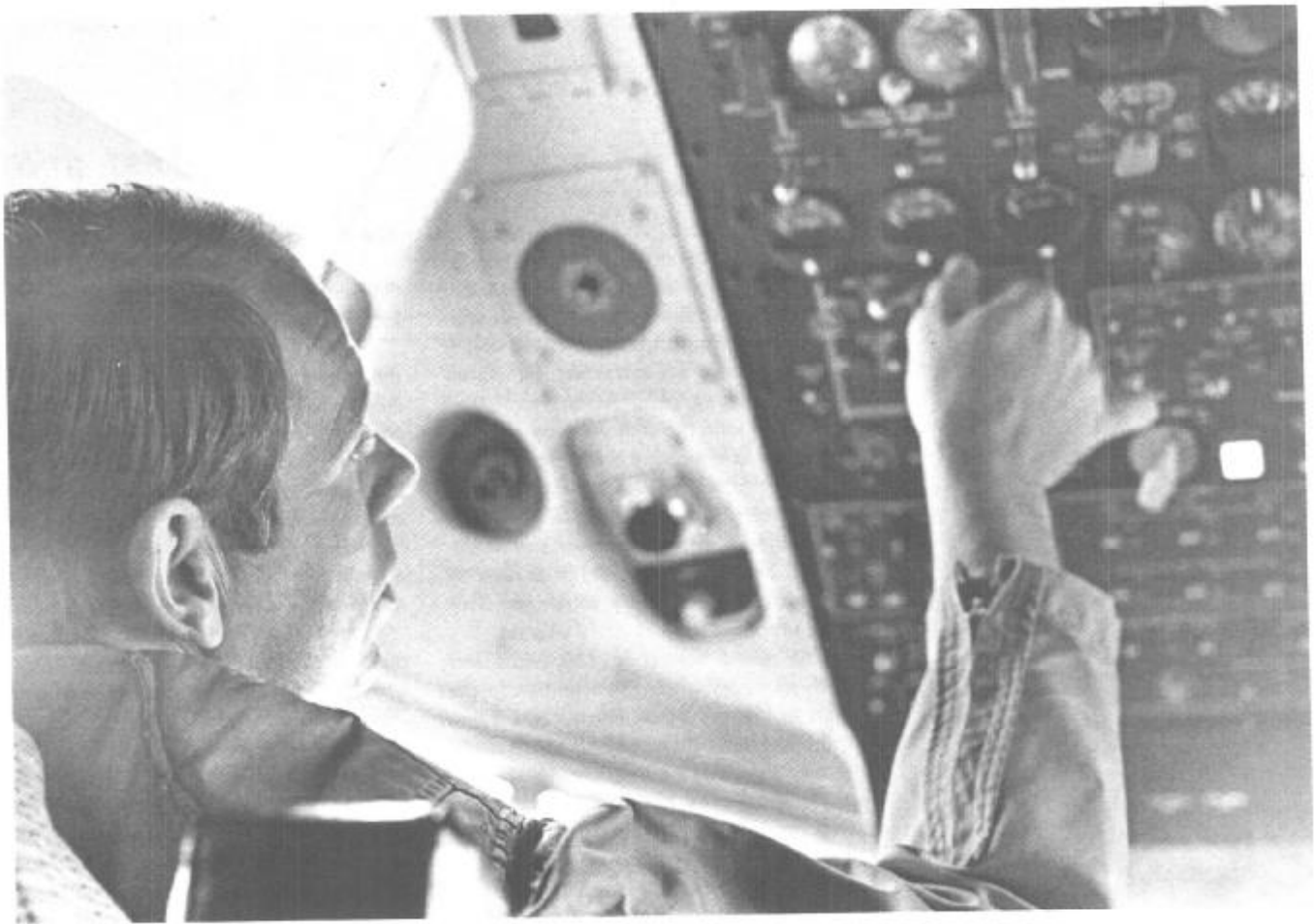


Hinson leads debriefing

Ready to join the Air West fleet



END



## TEST PILOT

by Ken Jensen

It would be a serious mistake for anyone to take flying for granted. It would also be a serious mistake to take the men who fly today's modern aircraft for granted.

Learning that respect came to me recently in an oversized dose. Captain Dave Hinson, Air West's director of flight research and developments, went to the Douglas Airplane Company's Long Beach plant to see if one of the new Series 30 DC-9 ordered by Air West performed as its builders said it would, and was acceptable for lease.

Hinson had nothing but praise for the big twinjet after the flight, even considering a list of a dozen minor complaints he found during the trip. It was the trip itself which was spectacular.

There were six of us on the flight. Hinson, myself, Henry Schmitt, Air West's supervisor of inspections at Douglas, Bud Milligan, a Douglas test pilot, and Andy Rud and Gary Garrett, Douglas technicians.

It was my first acceptance flight and it was also my first experience in the jump seat of a 550mph DC-9.

Before take-off, Hinson told Milligan what he would be expected to do if the take-off had to be aborted for any reason. These men had flown together before but both knew the value of coordinated efforts in the case of an emergency.

The departure and climb-out were normal. Both pilots and technician Rud studied the instruments with unwavering attention.

They were apparently satisfied because there were no comments. They didn't even seem anxious about flying a plane which had been in the air only three times before, a plane which had been off the assembly line less than three weeks.

The climb-out took us over Catalina Island but a gentle turn brought us back over land and eventually to an area over the California desert. All this maneuvering was done virtually without the pilot ever touching his control stick. Rather, he would simply adjust a dial on the control panel to a new course or for a new altitude and the automatic pilot would do the rest. On the surface it was an amazingly simple operation but underneath were years of research and experience.

There really was nothing simple about it.

Shortly after take-off, Hinson noticed what he called a traveling vibration. 'Hear that?' he said, 'BRRRUMMMM.' He made a gliding motion with his hand. 'BRRRU-MMMM, there it goes again,' and there went his hand again, tracing the noise as it passed through the cabin.

Milligan could not detect it, so slight was the sound. Neither could Rud. Hinson sent Rud to the rear of the plane to stand between the engines to see if that was where the sound came from. Rud reported negatively and Hinson swore softly to himself. A change of speed did not change things; the sound was still there.

Hinson decided to go on with the tests. 'Let's try an approach to a stall and see what happens,' he said and then added as if it were an afterthought, 'everybody better have a seat in case we get upside down.'

My immediate reaction was to look for a door. I knew this was going to come during the flight but was not at all look-

(Continued Inside back cover)