

# AIR WEST 69news





ways thought she'd like to be a hostess but when she got married and had a child, airline work seemed very far away.

The situation changed three years ago when the opportunity to work for an airline became very real. She was hired by Air West at Salt Lake City. She's still there and still likes the idea of working for an airline.

Now 33 and the mother of a 13-year-old son, LaRue says she has always enjoyed traveling but now enjoys it even more. She is a native of Ogden, Utah, and attended the University of Utah and Stevens Henager Business College at Salt Lake City.

Her husband, Dick, is division office supervisor for General Motors Parts at Salt Lake City.

While her work obviously is a full-time job, LaRue also is a dedicated mother and homemaker. Like most mothers, she is asked to endure certain things which she

Since she is outnumbered by the two men in the family, she goes along.

'It's really very relaxing,' she says with some trepidation. 'But I'd rather not do it as a steady diet. I'd rather have a nice hotel with hot meals and a shower. But the boys like to go camping, so I go along.'

LaRue is a gracious addition to the Salt Lake City counter. She blends in well with the other girls who work there and contributes greatly to the generous supply of female sincerity and charm available to Air West's Salt Lake customers.

Blaine Barney, our sales/service manager in the Utah capital, says 'LaRue is a good team member for us. She is very dependable and she has received several complimentary letters from customers. The fact that she had reservations experience added to her worth when we put all the girls on the counter after the merger. She's just a good all-around employee.'

## Don Howard



Portland customer service agent Don Howard is a displaced person. Or so he would have you believe.

Don has been in the airline business since 1952, first with United and later with West Coast and Air West. His airline work has been continuous except for a two-year stint with the U.S. Forest Service when he thought he had enough of the airline business.

'I quit United in 1961 and went to work for the Forest Service at Redmond. I bought a house and 10 acres of wooded land and was ready to settle down.' It didn't take long for him to realize he still had airlines in his blood. In 1965 Don applied to West Coast and told them he wouldn't accept any place but Redmond.

An offer came, but for Baker, instead of Redmond. 'I took the job because I figured I could always bid into Redmond the first time there was a vacancy. I finally got to Redmond but two years later

got bumped out. Now I am waiting to go back.'

Don says he likes the airline business because 'it never gets boring. It's exciting. There is a routine but still every day seems different.'

It must be healthy, too, because it has been six years since he has taken any sick leave.

Don is an almost shy person, quiet and reserved until there is work to be done. Terry Hunter, sales/service manager at Portland, says, 'He's so damned dependable you never even notice him. He gets the job done and never says anything about it. And I can never remember seeing a frown on his face.'

Says Don of his job, 'I can't make this money or have the same advantages anywhere else. I think I'll be around for a while.'

Air West should be very happy to hear that.

An unprecedented view down the final assembly line at Douglas Aircraft



by Ken Jensen

## A thing of beauty is a joy forever

The assembly of an airplane, such as the DC-9s flown by Air West, is somewhat of a miracle. It is a wonder to me that all the parts ever get together.

But they do get together and in a manner which staggers the imagination. The wings come from Canada, the engines from the eastern U.S., the seat fabric from Georgia and Alabama, the aluminum skin from mines in the Northwest, the miles and miles of wire from production plants in Texas and California, and a

myriad of other parts from as many different sections of the world as you have imagination to think of.

The most fantastic part about construction of an airplane is that it all seems to go so smoothly. A worker arrives for work and finds all needed parts and equipment he will require for his shift, packaged and ready for installation. No one seems to know where the parts come from. They are just there, at the beginning of every shift.

The Douglas Aircraft Company plant at Long Beach is itself a wonder to behold. The employees, all 38,000 of them, work around the clock in a countless number of buildings of size and dimension that can only be described as BIG.

The plant seems disorganized and uncoordinated. But it is far from that. It could not function without every detail of the operation planned out to the most minute detail. Every part must arrive on the assembly line at exactly the right



Douglas technicians employ a variety of skills

time. Every plane must be ready to change position on the line at the same time. And each worker must know his job with the accuracy of a precision watchmaker.

In every building of the sprawling plant there is activity seemingly unrelated to anything else. In one building, wing assemblies and cockpits for Navy bombers



to assure maximum product reliability, good looks and comfort

are constructed only to be shipped to another city for mating. In another building a man sits behind a closed circuit television set while he operates a giant drill and rivet machine. With the push of a button he does the work of several men. Rosy the Riveter never had it so good.

In another building, men are combining wire, steel and other materials to

make the super-strong landing gear which supports each plane.

At the top of the final parallel assembly lines, two aircraft cabins rest in cumbersome-looking cradles waiting to be joined with their wings.

Farther down the line, the DC-9s wait for installation of other parts which will make their sleek bodies more resemble



For LaRue Listul, going to work for an

might said otherwise. One of them

the beautiful structures that they are. Engines are added. Landing gear is installed. Final touchup painting is completed. And all the time, people are inspecting the craft to make sure every segment of the work is absolutely correct.

Near the end of the many-colored line stand three planes in Air West colors. They looked very proud to me, standing there among the other great airlines of the world. In the same building are planes which will go to almost every part of the free world.

The Air West planes are numbered 501, 502 and 503 in the DC-9-30 series, a model which had anticipated construction of only 450 planes.

Through the giant doors of the building roll the planes for installation of galleys, seats and lavatories. In the middle of some Long Beach night, the planes will be wheeled across a main highway and into the final testing area. There, every working part of the plane will be checked, re-checked and then checked again by Douglas officials. Airline men will then do the same tests over again just to satisfy themselves. Buying an airplane in no way resembles buying a car or anything else, for that matter.

So remarkable is the DC-9 that it has met all government qualification standards in only eight months and then required no serious modifications. In fact, the only real modification made to the DC-9 family has been additional noise reduction equipment.

The DC-9 now comes in four convenient sizes, as the soap commercials say. The series 10 and 30 are familiar to Air West but the series 20 and 40 are strangers. The series 20 combines the short body of the series 10 with the advanced engine and high lift of the series 30. The series 40 is an extra-long version of the DC-9 with a more powerful engine to pull the extra weight.

Air West will take delivery on five more of the sleek craft before mid-year, bringing the total to 16. At that time, Air West's jet fleet will consist of those 16 series 30 DC-9s and two smaller DC-9 10s.

The way these planes are built and maintained, they might fly forever.

## Costello's surprise package

It was just a small package, wrapped in brown paper, traveling by Air West jet from Phoenix.

The parcel arrived at the Air West freight desk in San Jose without a street address, consigned to a person not listed in the local telephone directory. The air bill said it contained 'parts.'

Before the day was over, the package had become front-page news in Santa Clara County.

Hoping to locate a shipping tag inside with more explicit information, agent Lloyd Costello opened the wrapping and found a pint milk carton. Inside the carton were three packages of a crystal-like substance wrapped in rubber. Costello called Air West manager Ward Gross, and Ward called the San Jose police.

The consignee telephoned to say he would pick up the package.

A lieutenant from the police department arrived first and identified the contents as high grade heroin. He staked out three officers, one of them in a pair of white coveralls in the freight area.

Two hours passed.

The consignee took possession of the heroin, and the officers took possession of him. The accused said he was only a messenger, and although he professed ignorance about the destination of the drug, he directed the police to two other members of the San Jose distribution chain. All three were arrested.

'There were only three ounces of heroin in the shipment, but it was high

quality and might have been worth as much as \$18,000 after cutting,' says Gross.



Lloyd Costello

The San Jose narcotics lawmen thanked the Air West agents for their alertness, and left them these tips on how they might repeat their discovery:

'Suspect broken boxes leaking green vegetable material or tiny seeds shaped like turtle backs;

'Suspect shipments from border cities that weigh 2.2 pounds. They could be a kilogram of marijuana.'

## An all-points bulletin

Miniliner Captain Richard Rohn Jr., stationed in Boise, broadcast news of the birth of his first child in the most direct way: with microphone in hand.

Rohn and his wife became proud parents April 19 when Tawni Renee Rohn was born.

While flying a trip, he checked with another Air West flight to determine if his mother, Mrs. Richard Rohn Sr., was

aboard and en route to Boise to see her new granddaughter. She was.

In explaining the reason for his inquiry, Rohn broadcast news of the great event to the other flight — and everyone else in range with a receiver tuned to the right frequency.

Tawni and her parents live at 1839 South Raymond in Boise. The senior Rohns reside in Scottsdale.

## James M. White

Funeral services were held in Scottsdale, Arizona, May 9 for James M. White, Southwest regional sales manager, Phoenix, who was drowned at Nadi in the Fiji Islands, May 4 when caught in an undertow.

He had departed San Francisco only two days earlier on a belated honeymoon with his wife, Sharon,



whom he had married in January.

Jim had been employed by Air West and its predecessor, Bonanza Air Lines, since March, 1956, when he began as a station agent at Las Vegas. He became district sales manager there in 1962 and was transferred to Salt Lake City in 1965. He was promoted to regional sales manager in Utah in 1966, and took one of the four Air West regional sales manager positions in May, 1968, with offices at Phoenix and responsibility for sales functions in Arizona, Nevada, Utah and Idaho.

Jim was educated in Youngstown, Ohio, and worked for Republic Steel after graduating from high school. He served in the U.S. Air Force from 1948-52, when he returned to Republic Steel and worked as a motor inspector. In 1956 he entered National School of Aeronautics at Kansas City, and was hired by Bonanza.

His wife is employed by American Airlines as a reservations agent at Phoenix.

Jim also is survived by his parents, Mr. and Mrs. Thomas White, in Youngstown, and a brother and sister,

## PHIL ROBERTS

Philip D. Roberts has been appointed to the newly-created position of director of economic analysis.

Donald R. Neilson, Air West vice president for research and development, said Roberts would handle economic aspects of air route development for the regional carrier. He will assist Ed Beauvais, assist-



ant vice president, in the preparation of route cases and also will act as an expert witness before the Civil Aeronautics Board.

Roberts, 34, a native of Coral Gables, Fla., served as manager of economic analysis for Continental Airlines at Los Angeles. He previously was with United Air Lines as a regulatory proceedings analyst at Chicago.

He is a graduate of the University of Minnesota and was raised in the Minneapolis area.

## Ties are 'in'

Turtlenecks have retired from the Air West scene; ties are back in.

Eric Wilson, director of stations, says the standard uniform for male agents starting this month is white shirts and dark tie, blazer and charcoal gray trousers.

## Yuma terminal

The new Yuma International Airport terminal will be dedicated May 17, nine months after fire destroyed the old one.

Hank Puryear, sales/service manager, said the new building has been in use since May 1, but was not completely finished until just before the dedication.

The terminal will give Yuma travelers almost 11,000 square feet of space to move around in, and provide all airport offices much needed additional space.

Puryear said Air West's counter, office, baggage handling area and cargo space has more than doubled. Air West also has an inside baggage claiming area, replacing the old outside facility.

A new restaurant and bar are also included in the terminal building.

Puryear said the new location will

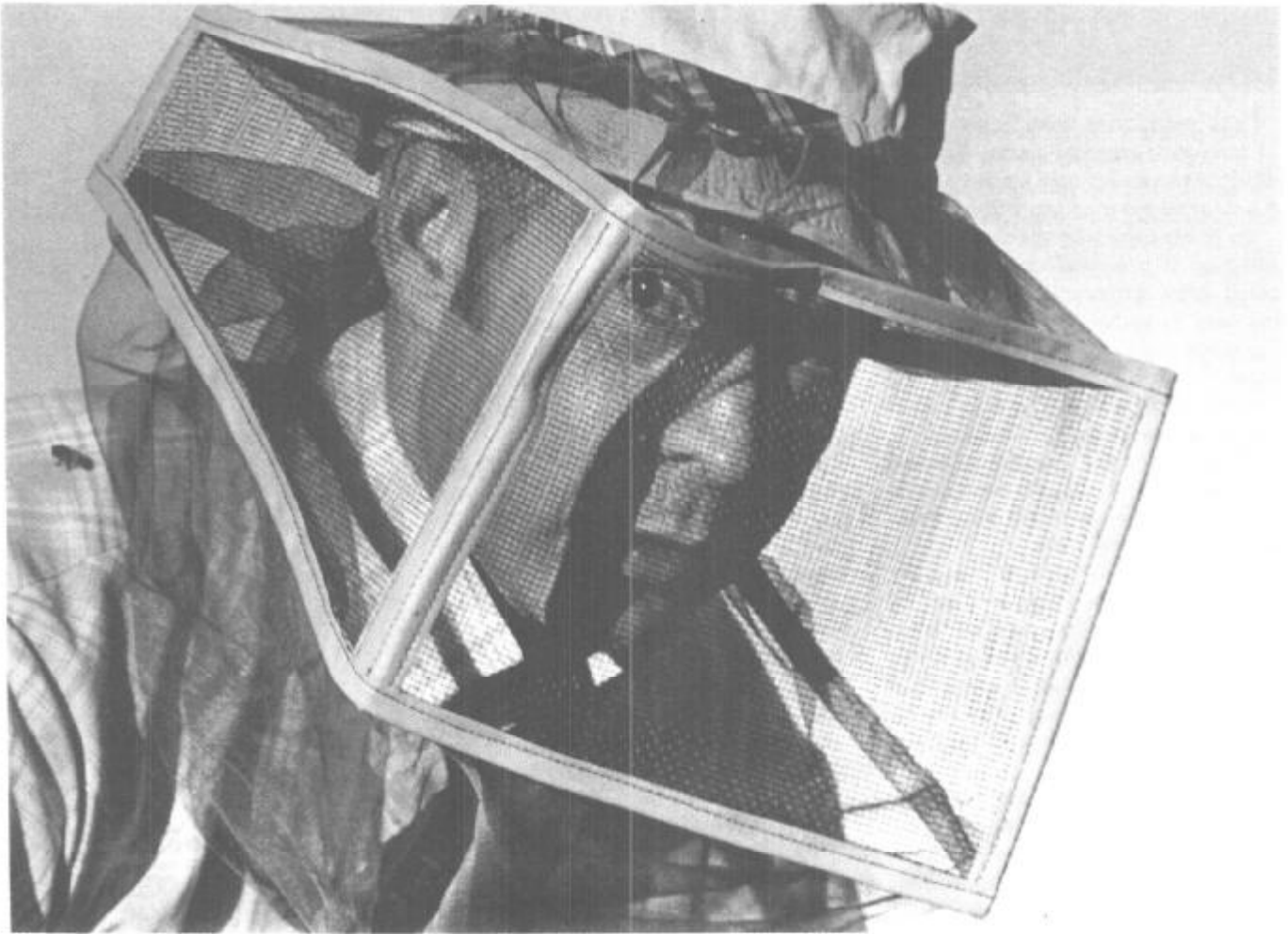
force passengers to walk farther to board planes but 'it will be a nicer walk.'

## Shot in the arm

Air West's Los Angeles operations will get a shot in the arm soon with the construction of much-needed baggage handling facilities.

The Los Angeles Board of Airport Commissioners has approved construction of \$2.9 million in passenger waiting areas and baggage carousels in the courtyard area between the Air West ticket counter and the United counter in the adjoining building.

Ray Vaughn, sales/service manager at Los Angeles, says Air West will have full use of one carousel and share a second with another carrier. He said construction should start about June 1



by Ken Jensen

## Joe Smith: a bee's best friend

The Social Security Administration once named Joe Smith, Air West's inimitable district sales manager at Reno, the average American.

The selection was based on Joe's having the average number of children, two; the average job, then as special sales representative for Pacific Air Lines; and earning an average salary. Having a name like Joe Smith only called attention to the situation.

The Social Security Department was wrong. Joe is not average now and I doubt he was then. His attention to work, his concern for his fellow human beings and his general love of life places him far above average.

Take Joe's bees, for example. Joe may be the only airline sales manager in the

United States to own beehives, and he certainly is the only one who has bucked the 'establishment' to keep those bees handy.

Joe started keeping bees three years ago because, 'It was something I knew nothing about. I didn't even care for honey. Now I love it. Keeping bees makes an interesting life more interesting.'

Joe was transferred to Reno last year from Monterey. When his bees arrived in Reno, he was told they either would have to be destroyed or taken back to California. Joe decided on the latter, but just barely. The hive is on a border farm in California but the rich clover fields in which the bees feed are in Nevada.

He originally moved two hives to the

area. One became weak from the move and died out last winter. While they were healthy, however, the two hives produced more than 200 pounds of honey for the Smith family. When I visited the Smith home, I was not at all surprised to see a honeycomb in a dish in the kitchen.

'I have only been stung a couple of times,' says Joe. 'That was when I wore some dark socks when I went to check the hive. The bees were attracted to the dark color and really let my ankles have it. Since then, I've been smart enough to wear light-colored clothing.'

The biggest problem Joe faces with the bees is theft, not by human hands but by a new queen bee leading away the members of his hive.

## REPORT FROM RENO

Text and photographs by Ken Jensen

It is always hard living in the shadow of something large and spectacular, especially when you try your hardest but still fail to come out from under that shadow.

So it has been with the city of Reno. Although it is located very near to the oldest white settlement in Nevada, Reno has been forgotten by many who think Las Vegas is the only city of worth in the state.

Reno has fought back, first by matching the famed Vegas Strip with casinos and hotels in its own downtown area and then trying to 'out bosom' its sister city to the south with more and more shows featuring nude performers.

Finally the city fathers of Reno decided they did not need to copy Las Vegas or make Reno resemble Las Vegas in any way. They decided, and rightfully so, that Reno had enough to be proud of without any artificial image, that there is much more than gambling to attract people to the area.

As if being awakened from a sleep, Reno's promoters found they had trout streams unequalled in the West.

They found lakes and rivers and mountains and meadows and desert just waiting for someone to set up camp, throw in a line, take a hike or launch a boat. They found they had natural resources which could support industry and that they had a citizenry which had no liking for artificial images and which wanted to work honestly and earnestly for a living. They found that Reno was a city they could be very proud of.

Since their 'revelation,' Reno's promoters have been going about the business of telling people what their area is all about and how it differs from other so-called gambling meccas.

Judd Allen, general manager of the Reno Chamber of Commerce, told me, 'We lost sight of the fact that there were many things that people were interested in, which we had no idea they wanted to know about.'

'One of those things is rocks. Now, who in the world would think that rocks

would be a tourist attraction? We have gotten thousands of requests from all over the nation wanting more information about rock hunting in the Reno area. It has been our error in not realizing what we had to offer.'

Vicky Landeck, Miss Nevada of 1967, told me she regretted any thought of moving away from Reno. 'It's so great here,' she said. 'You feel so free and so close to life. You never get the feeling of being crowded out.'

Vicky is a student at the University of Nevada at Reno. That's the same university where the student body decided a year or so ago that hippie types, dope pushers or users and extremist groups did not belong. The students banded together and with a kind of 'western friendly persuasion' invited the undesirable persons to leave the campus. Leave they did. Occasionally another element of society, which may not be wanted, will appear on the campus. It, too, is invited to leave.

Reno is rich with colorful characters.

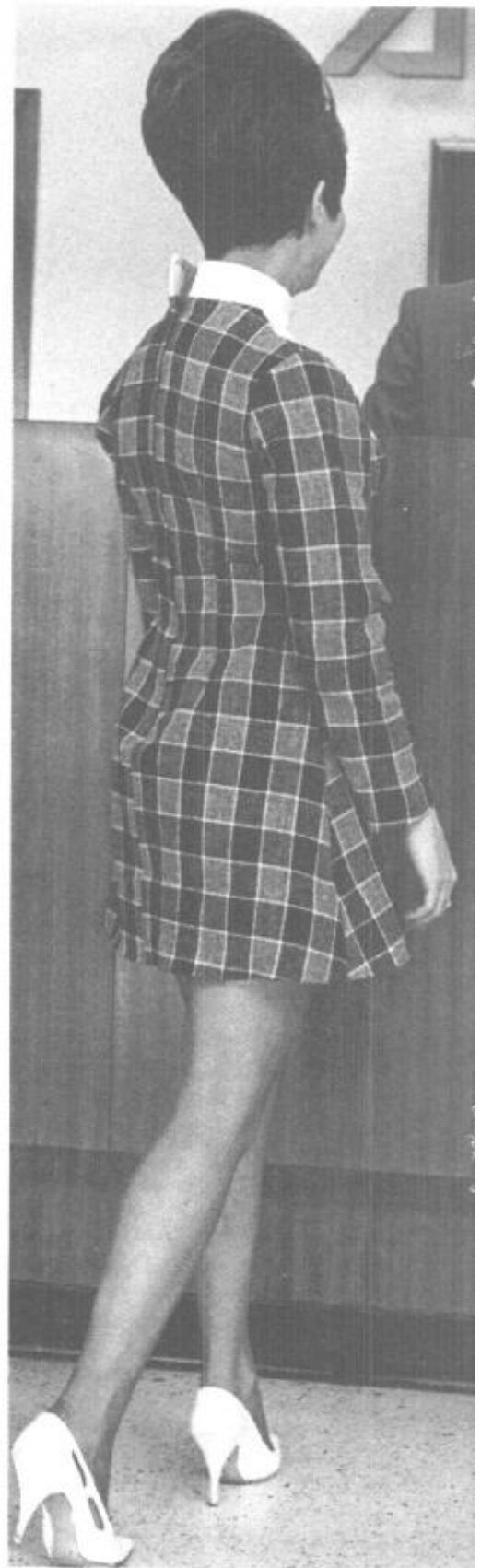
Bill Lear, Charles Steen, Joe Conforte and Bill Harrah probably top the current list of the most colorful. Lear, creator of the Lear Jet, has taken space in the now decommissioned Stead Air Force Base with the sole purpose of developing a steam engine practicable for modern trucks and autos.

Steen and Conforte are both well known men. Steen was the first of the 'uranium millionaires' while Conforte became famous through his own private business dealings.

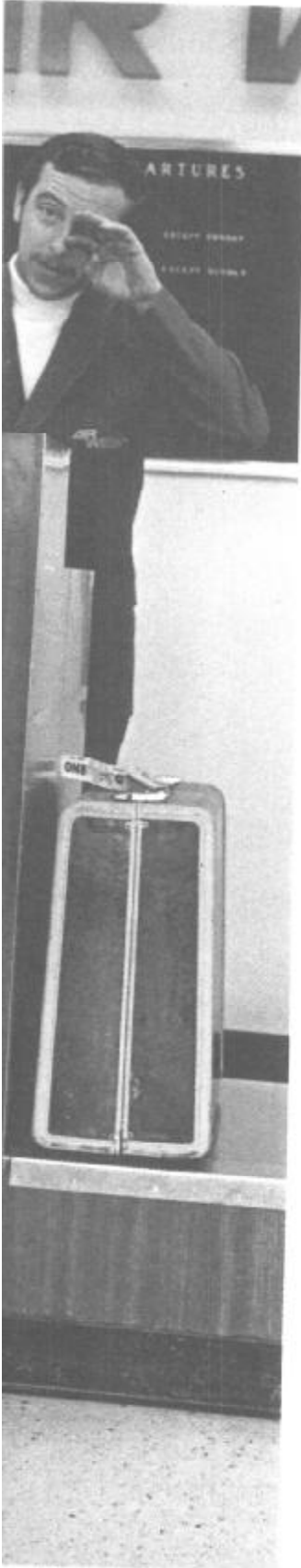
Bill Harrah is Nevada's top gambler, owning about 15 per cent of all gambling activities in the state. He stands only a percentage point ahead of Howard Hughes in that category.

Reno is a gambling center, no doubt about it. But its 75,000 citizens are warm, friendly people who, either by direction or conviction, express genuine interest in their fellow man.

Vicky Landeck said she felt 'close to life' living in Reno. Many of her fellow Renoans obviously feel the same way. That's what makes it such a great place.



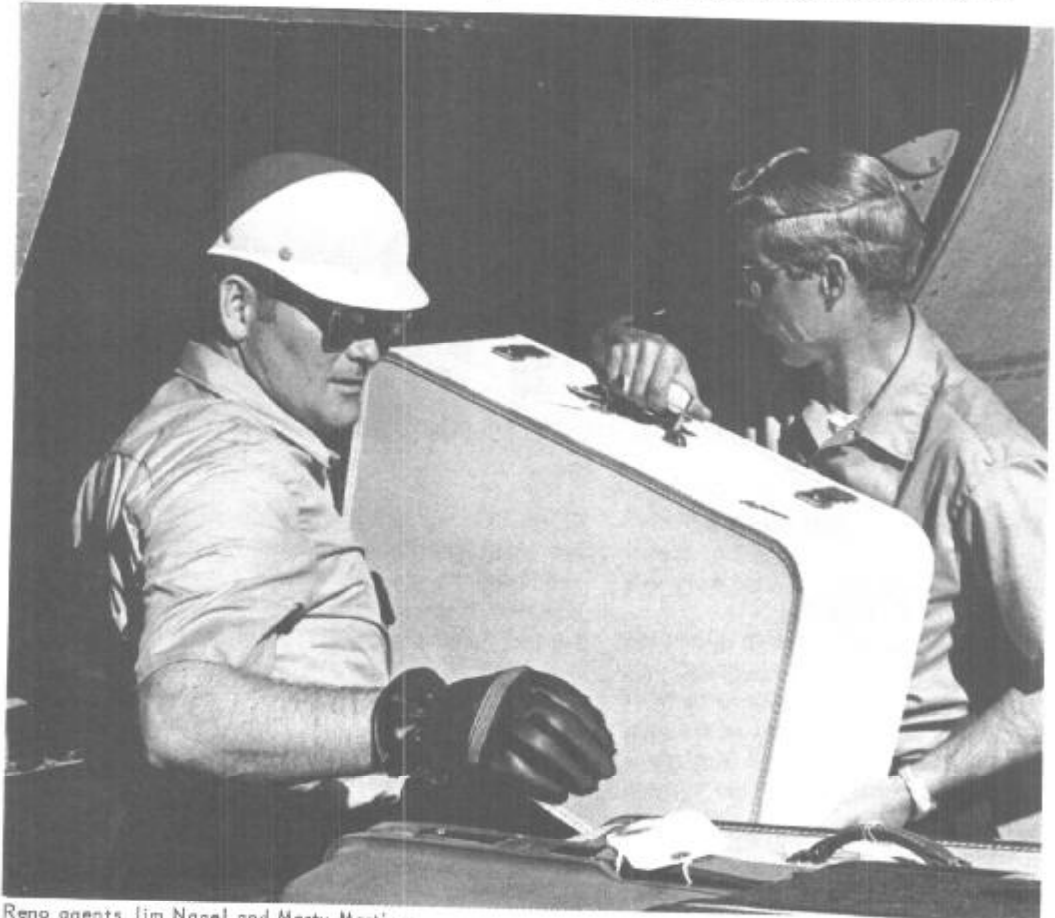
Agent Bill Messenger likes what he sees, but can't



...eve it's real



District sales manager Joe Smith, station manager Glenn Woods, outside Pioneer theater auditorium



Reno agents Jim Nagel and Marty Martine

Continued



Marge Chambliss



Chief agent Don Wakefield and Harold Danham

With the closeness of Reno's gambling opportunities, you might think Air West's agents there did nothing after work but spend their time in casinos.

That's just not true. Several agents told me they went to town occasionally but usually only when someone came from out of the area and wanted to see what Reno was all about. Most Air West agents at Reno said they enjoyed the outdoor opportunities in their area more than anything else.

Sales/service manager Glenn Woods was preparing for a fishing trip on the day

of my visit and just about all he could talk about was getting his trailer to Pyramid Lake for the weekend. In Glenn's office are many pictures of his past fishing and hunting conquests. There are so many pictures, in fact, you might get the idea that either Glenn wants absolute proof of his exploits or that he spends an awful lot of time in the outdoors. Or both.

And the other men at the station all answered either hunting or fishing to the question of what they did in their spare time.

Chief agent Don Wakefield, at 33 still a bachelor, spends almost all his extra time in the winter on the excellent ski slopes which surround Reno. John Mueller, who has 30 years of airline experience with United, Northwest and Air West, is another fisherman.

Roger Stahl, the only one of the crew who listed gambling as a hobby, is a Vietnam veteran, which may explain his penchant for the casinos. He served in 1964 and '65 as an Army corpsman.

Of those answering questionnaires for



Cash-counters Roger Stahl ( l ) and Bill Messenger.



Tom Barry, with pipe, and chief agent Harold Peters

this article, no one said he was a native of Reno and only one, Hal Davidson, was born in Nevada. Hal is a native of Winnemucca but attended high school at Sparks, just on the eastern edge of Reno.

Marge Chambliss, secretary to district sales manager Joe Smith, is a former hostess for Capital Airlines and a native of Michigan. Her husband, Chuck, is a craps dealer at a Reno casino. She listed her family as '12 dogs, two cats and three chickens. And that's enough.'

Harold Donham began his career in 1961, just a few months prior to Marty Martine. Max Davis, one of three Idahoans at Reno, began his career in 1963. Dan Donnelly is an ex-Navy corpsman who was born at Portland, Ore.

Bill Messenger attended high school in Reno but came originally from Jackson, Mich. G. G. Griffith is from Nampa, Idaho, the same city as Max Davis. Don Wakefield, the third Idahoan, is from Rupert.

To make it seem like the Reno crew is very closely knit, four of them are from Iowa, two from Michigan and two from Pennsylvania, in addition to the three from Idaho. Manager Glenn Woods is from Rose Hill, Iowa. Agents Jim Nagel, Marty Martine and Harold Peters are also from the Cornhusker State.

From Pennsylvania are chief agent Harold Peters and agent Charles Zimmerman. The Michigan natives are Marge Chambliss and Bill Messenger.

Mechanic Charles Westphal is from Salt Lake City and has about 26 years experience with a half dozen airlines. Robert Butler, of Pasadena, is the newest at the Reno station. He began March 31.

**A**ir West means a great deal to Reno. For one thing it is the only airline providing service between Reno and Las Vegas, a route on which there is considerable traffic. In the future, the station could become one of the busiest on the Air West system. Air West and United are still awaiting approval of an application whereby United's northern Nevada route to Salt Lake City would be reverted to Air West. The application also seeks approval for the initiation of flights by Air West from Reno to the Pacific Northwest and to San Francisco.

## Cliff Robertson meets his fan club

Cliff Robertson, this year's recipient of the Oscar for 'Best Actor of the Year,' has at least eight solid fans among Air West employees.

Only a week after Robertson received the Oscar for his performance in 'Charley,' he was a passenger on an Air West

flight between Chico and San Francisco. Hostess Ann Galvin, who worked the flight, said,

'He was so polite and friendly. He seemed to enjoy himself very much. Even if he didn't have a good time, the rest of us did.'

The other fans, all girls in this case, heard that Robertson was coming in on the flight and couldn't resist the opportunity to meet him. They were Margie Barber, Jo Ann Dennis, Odette Bonavita, Rene Tatham, Wendy Rabasco, Karen Benedict and Trudy Parashis.

Jo Ann Dennis (l), Odette Bonavita, Margie Barber, Trudy Parashis, Karen Benedict, Rene Tatham, Wendy Rabasco and idol



## Record day

An all-time record number of landings and takeoffs in a single day has been set at the San Francisco International Airport.

On April 18, 1,250 arrivals and departures were recorded at the airport. These included commercial, private and military aircraft; sixty-six were Air West planes.

The highest concentration of traffic was between 10 and 11 a.m. when there were 95 arrivals and departures. That is about 1.5 operations every minute. The

round-the-clock average for the day was 52 operations an hour. And you wonder why we have so many traffic control delays.

## Ken Hammock

Ken Hammock, buyer in the purchasing department at San Francisco, has been in Peninsula Hospital recovering from illness. Friends may send him cards at his home, 751 N. El Camino Real, Burlingame, Calif. 94010.

## Tollie Glaves

Tollie Glaves, Air West's director of postal services, has been made an honorary member of the California National Legion of Postmasters.

At their annual convention, the postmasters gave Glaves a certificate which read:

'In honor and with deep appreciation of the distinguished service, loyalty and devotion to the objectives and furtherance of the California branch of the Postal League of the United States.'

## Where, O where did Westy go?

Westieeeee! Westy; where are youoooo?  
'That's the latest bird call to echo through the mountainous McKenzie River country in Oregon, where Air West personnel made themselves conspicuous in April by losing a racing pigeon.

This was an aside to the main event, Oregon's annual McKenzie River White Water Parade, in which Captain Gary Timms, of the float-boat Rapid Rouser II, piloted his crew to safety through some of the most treacherous rapids in the West.

That was his responsibility; Ed LeShane, who manages the station, also managed its entry in the pigeon race, which was an added attraction. Frankly, he blew it. Westy of Air West, the favored bird, took off and disappeared like one of those early-day transatlantic aviators.

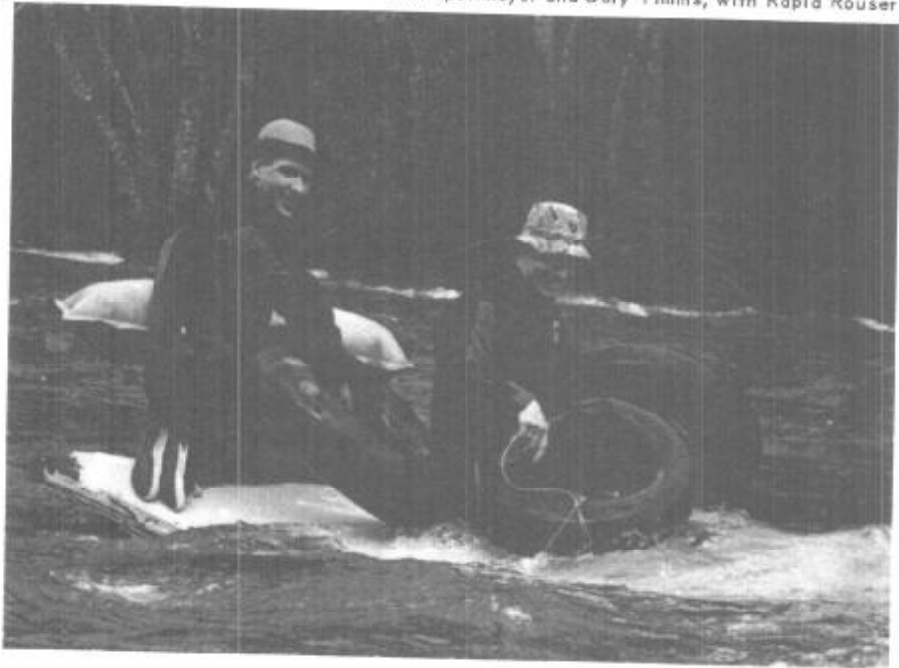
It cost the boys ten bucks, too, and that hurt worst of all.

The good ship Rapid Rouser salvaged a little grace for Air West; it completed the entire course and this was more than its predecessors had done. Ron Spellmeyer, who was designated first officer, was

dumped into the rapids once, and boat; swain's mate Bill Smith got his face washed three times. Timms, like a good captain, stayed with his ship all the way.

LeShane isn't certain how he is going to recoup the ten dollars, unless it happens that Westy flew to Las Vegas and won a bundle.

Ron Spellmeyer and Gary Timms, with Rapid Rouser



## Golf

The 7039-yard 'monster' at Francisco Grande proved no match for DC-9 first officer Bill Lea in the Air West invitational golf tourney at Phoenix.

Bill shot a winning 77 over the par 72 layout, site of the San Francisco Giants spring training camp. Close behind were Hugh Morris, son of Rolls-Royce representative Tom Morris, and Steve Kennedy, brother of Ron Kennedy, of Phoenix operations.

Tom Chandler, station manager at Santa Ana captured low net honors with 54. Next in line were Bob Semones, manager maintenance control, Ron Kaufman, production control, Jim White, regional sales manager, and Paul Aguilar, data processing, tournament director Bob Garrison reports that Joe Sabol, director-base maintenance, turned in the best score with 12 balls fished out of the lake.

## Adventure among the Pisco Sours

The trip was great but the hangover left a little to be desired. Six Air West employees were part of a Braniff International interline tour to Peru on a recent weekend and their trip will certainly be one long remembered.

The six on this trip were Jo Ann Dennis, Dorothy Honchorek, Lois Huse and Mike Brand of San Francisco; Terry Needham of San Jose and Ron Anderson of Redding.

But of the six, two were sent to bed on their return with some form of stomach upset. The rest all suffered one variety or another of a common South American disease known as 'Montezuma's Revenge.'

The tour, as offered by Braniff, was so popular that its sales office was flooded with calls from other airline personnel

asking about the tour. Because of the unbelievable response, Braniff was forced to cancel the tour which was booked two months in advance so it could handle its revenue passengers.

Needham, one of the six who suffered only briefly, said the secret was to drown the evil spirits with 'more powerful spirits.'

All six said the friendliness of the Peruvian people was outstanding and that everywhere they went, the local citizens went out of their way to be helpful.

Other Air West employees have taken the tour at different times and all reported they were warmly received and were also grateful to Braniff for providing the opportunity to see such a fascinating part of the world.

## REPORT FROM PHOENIX

Correspondent Clyde Kostenbader

**K**enneth E. Owens has been appointed assistant director of purchasing in a staff realignment announced by John W. Huffman, director.

Two new analysts have been employed in the warranty section, John Destiche and Tom Massey; and Jim Havick has transferred from passenger service to become a buyer.



Owens joined Air West as an analyst a year ago following retirement from the U.S. Air Force. He served as director of quality control at the Bien Hoa Air Base, Vietnam, and attended the U. of Omaha while on active duty. He is a native of Tallahassee, Fla., and now resides at Tempe, Ariz., with his wife and two sons.

Destiche was an inventory control supervisor with the Gardner-Denver Co. in his hometown of Green Bay, Wis., prior to employment by Air West in April. He is a graduate of the U. of Wisconsin. He is married and has six children.

Massey previously resided in San Manuel, Ariz., and attended the U. of Arizona after duty with the U.S. Navy. He was a material control officer and navigator at Barber's Point, Hawaii. He is single and makes his berth at Scottsdale.

Havick had been a passenger service agent since July, 1966. He has had prior purchasing experience as result of managerial positions in the hotel and restaurant field. He attended the U. of Buffalo in his hometown, and now resides at Tempe with his wife and three sons.

**M**arv Meier, assistant director of quality control, reporting to Jack O'Dell, director of quality control and technical services, has assumed the duties of Stan Anderson, who resigned as director of q.c. He will be assisted by C. R. (Pancho) Calderon, supervisor of q.c. Their titles are unchanged.

**M**aintenance facilities have closed at Klamath Falls and opened at Santa Ana as a result of April 27 schedule changes. Now based at Santa Ana are mechanics Juan Mireles from Reno, E. A. Hicks, from Phoenix, and K. L. Rorabough, from Los Angeles.

Other maintenance personnel changes: N. E. Doddridge, from SLC to lead mechanic, Portland; Don Sailer, LMT, to mechanic, Portland; Jorge D. Seleme, LMT, to mechanic, Walla Walla; Vernon J. Young, ALW, to mechanic, Portland; George Streaker, PDX, to mechanic, Reno; K. F. Stoneking, SFO, to mechanic, Los Angeles.

To the Phoenix base: Curtis L. Long, from Boise to lead mechanic; H. Jones, mechanic from Los Angeles; H. J. Dohs and H. A. McGowan, promoted to lead mechanic; C. W. Lauterbach, supply clerk from Boise; R. L. Patterson to Boise replacing Lauterbach; Tom A. Monroe, LAX, and W. T. Wade, PHX, mechanics, transferred to production control; Richard L. Welsh, R. A. Dunbaden and William J. Dougherty, promoted to lead inspector; Henry B. Schmitt, supervisor, quality control, to lead inspector; Fred Herbst, supervisor, quality control, to mechanic, Portland.

**T**here were only four F-27s unpainted at the beginning of May, and production control is expecting to complete the application of Air West colors and name on the 34 jetprops by the first part of June. The five DC-9-10s being turned back to Douglas will not be painted.

Ken Phillips wonders if anyone on the system is interested in swapping homes during the summer or any other vacation period. Such arrangements have been successful in other companies. Ken may be reached at production control in Phoenix.

Curley Bouse, the Douglas Aircraft Co. representative at Phoenix since 1965, has been transferred to Frankfurt, Germany, and has been replaced by Grant Black.

## The worm has turned

(From back cover)

pective customers that the worm has turned? Air West did it this way.

First, a general news release was prepared for about 3,000 news outlets in the United States with the heaviest concentration within Air West's own system. At the same time, a personal statement was prepared by Henry for distribution to all Air West employes telling them what was actually happening to the airline.

The third step was the largest of its kind ever undertaken by Air West. A general mailing of more than 9,400 letters was made to travel agents, air freight shippers, interline friends, past customers and military ticket offices.

The final step, which is underway now, is conversion of all newspaper and radio advertising to a declaration that Air West is indeed an on-time airline.

**T**he newspaper ads, mostly full-page, were placed in more than 80 newspapers around the system beginning May 2. The ad featured a picture of Air West employes celebrating the departure of a flight at its scheduled departure time.

The advertising and publicity department says the idea behind the campaign is to change the public's opinion of Air West, make it forget the past, and draw customers back to Air West because of what it is now.

The advertising suggests a spirit of 'humility, integrity and confidence.' While the ad admits that Air West had bad service in the past, it leaves no doubt about how good that service is now.

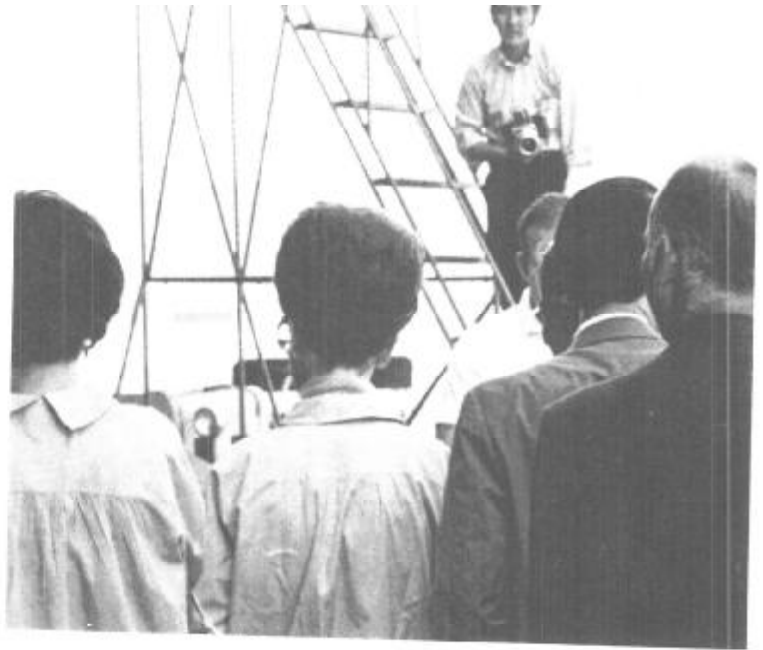
This is the first single advertising message to have been placed simultaneously at all system points since the Air West introduction campaign a year ago.

Braniff International currently is in the midst of a campaign claiming the on-time championship for 1968. It is claiming an average on-time performance of just over 80 per cent. The theme of the Braniff campaign is 'When you got it - flaunt it.'

Air West's on-time average for the past two months was 83.4. Looks like someone other than Braniff has something to talk about.



The proper image is very important



While the photographer coolly assembles his scene, the cheerleader leads a practice round of Enthusiasm



## AIR WEST: the on time airline

When you are in a business which has been in distress for a considerable time and you have provided less-than-standard service, you naturally want people to know about it when the situation changes.

That is just what Air West is doing.

From an on-time performance which was less than 50 per cent six months ago and possibly the lowest in the airline industry, Air West has shifted into high gear and currently leads the industry.

The change has been dramatic.

G. Robert Henry, Air West president,

(Continued inside back cover)

says, 'The March and April level of on-time performance is unquestionably one of the best in the entire airline industry.'

In April it rose to 85 per cent, way above industry averages.

When you make such a dramatic change, how do you go about telling pros-



### ROLL OF HONOR

Air West, 57 per cent on-time in January, 85 per cent on-time in April.

Seattle, 85 per cent on-time in April; Boise, 82 per cent; Burbank/Hollywood, 86 per cent; Eugene, 85 per cent; Spokane, 89 per cent; Las Vegas, 80 per cent; Los Angeles International, 86 per cent; Monterey, 92 per cent; Santa Barbara, 90 per cent.

Yakima, 87 per cent; San Diego, 81 per cent; Sacramento, 84 per cent; Medford, 83 per cent; San Francisco, 85 per cent; Portland, 83 per cent; Tucson, 89 per cent.

Et cetera, et cetera, et cetera