

AIR WEST 69news

No. 13



WENDY



For Wendy Rabasco, a charming counter agent at San Francisco, going to work for Air West was a mistake. But it has turned out to be one of the best mistakes she has ever made.

In 1963 Wendy and her roommate were on their way to Los Angeles to go work for Continental Airlines. They decided to stop off in San Francisco for a day or so and during that visit decided to pick up a few applications for various airlines. 'Before I knew it,' she says, 'we were working in San Francisco.'

Wendy spent about four months on the counter in 1964 just before she quit the company to return to her Colorado home. She was back to work after a few months and up until two months ago, has been working in the reservations office. She went back to the counter in April

During her second day in the terminal, she confiscated a stolen credit card and collected a \$50 reward from the American Express Co. She tells this story:

'The fellow waited a long time in my

line when he could have been in another one. It was like he thought I'd be dumb or something. Anyway, he had the card in his hand all the time he was in line. He never pulled it from his wallet. He was young, about 29 at the most, and when I saw the 1959 date on the card and saw the way he was acting so nervous, I began to suspect something.

'I wrote the tickets he wanted then excused myself and went to the back to check the missing card list. The card was not on it so I called American Express and they said the card belonged to a man who had been dead six months. When I went back to the counter, the man was gone.'

Wendy is also a fisherman and apparently a pretty good one at that. 'My father taught me how to dry-fly fish and that's what I like to do most. I don't know if I am very good but I catch fish and that's what counts.'

Wendy's husband, Larry, is a senior agent for National Airlines at San Francisco. They were married four years ago.

PROFILES by Ken Jensen

FRIMODT



Boeing Field agent Jack Frimodt says he's too young to get married. But it appears he is just having too much fun traveling around the country and the world to settle down. He'll be 33 this year.

He also has a hobby that keeps him busy most of the time. The hobby is real estate. Specifically, Jack buys old houses and apartment buildings and fixes them up for resale for what he hopes will be a substantial profit.

Jack has been with Air West since 1957 and during that time has worked at most of the stations on the old West Coast system. Jack's first assignment was at Roseburg but that lasted only a month until he was made relief agent out of Pasco. During the next year or so, he traveled the system filling in for agents who were sick or on vacation.

Jack is now the agent with the most seniority at Boeing Field and he thinks that is a pretty good deal. 'I have never really wanted to be a senior agent because that would mean working weekends or

other times when I could be working on a house or on a sale or something. As it is now, I can bid my days off when I want them and I like that.'

His real estate activities are strictly a hobby and he says he has no intention of getting out of the airline business and into real estate full time. His latest venture was the sale of a condominium apartment in Honolulu and as he puts it, 'it turned out to be a pretty good deal.'

Jack says he likes working in the airlines industry because of the people with whom he deals. 'People I met when I first started are still flying with us. If you don't get to see them twice a month or once a week, you begin to think something is wrong. When they fly so much, you kind of build up a friendliness. I remember one lady who used to fly once a week from Boeing Field to Pasco to give piano lessons. Now that she isn't going so much any more, I miss her.'

And he says, 'It's nice when you know you've helped someone and when they let you know they appreciate it.'

William Dauer, San Francisco Chamber of Commerce executive vice president, adds an Air West DC-9 'spaceship' to his office decor



John Chen

Presenting Dauer with model are Air West hostesses Linda Buckley, Ann Galvin, Susan Card and Pat Zekas

The password is 'Spaceship'

When you subtract 15 from 99, you are apt to get 84 smiles.

Air West does.

Ever since it embarked on a campaign of liberating cramped legs by stretching the seating space on its super DC-9 jets, the airline has been receiving A-plus grades in arithmetic from its passengers.

They never had it so good, and are openly admitting it.

Not only has Air West added knee room by reducing the number of seats to 84, but it has been leading the country's airlines in on-time performance.

And on the Salt Lake City-Spokane

inaugural flights there were loud cheers for the quality of food service as well.

That was on July 1, the first anniversary of Air West's combined operation. The three ingredients together — jets that have more leg room, that run on schedule more than any other airline, and serve excellent food — provide a capsule story of vast improvement over a year's time.

The 'spaceship' configuration promotion which started last month is continuing to make friends and impress listeners.

The newspaper and trade advertising program has been backed up by a series of successful local promotions. At Phoe-

nix, hostesses carried the message to radio and television audiences and approximately 1,400 persons saw the new 'spaceship' on static display at the airport. Miss Air West Spaceship was on four radio stations at Seattle. At Los Angeles and San Francisco teams toured the business districts and fastened 'Fly Air West Spaceships' labels on passersby. At all four cities travel agencies and city officials were contacted by sales personnel and Miss Spaceships.

It was a big push and during July, the theme will be introduced similarly at other cities.

A Shriner's ticket to the moon

Chester A. Hogan, of Puyallup, Wash., has something that no one else in the world has:

A ticket to the moon.

The imperial potentate of the Shrine was presented with a complimentary fare by William S. Gerrard, district sales manager for Air West. It was a welcoming gesture to the Shriners, many of whom

traveled on more ordinary aircraft to their national convention in Seattle.

The ticket covers one-way passage to the moon aboard Air West Spaceship Flight No. 1, departing from Seattle-Tacoma International Airport.

And how much is the fare worth? Exactly \$10,080. That's 4.2 cents a mile for 240,000 miles. No return trip was book-

ed.

Hogan and his companions, whoever they are, will find that flying to the moon is one way of escaping taxes.

The federal excise tax won't apply because the trip will be taken outside the United States. That knocks \$500.40 off Hogan's ticket, and makes it a rare bargain, indeed.



Dan Veenstra (l) and Bill Gerrard help Sue Robinson prepare for spaceship duty. Below, Terry Ouse joins the party.



Lee Horne: fifteen years of service

July, 1969

Fifteen years

Seattle — Lee Horne, ground communications technician.

Ten years

Seattle — Leo D. Wright, crew scheduler; Eldon F. Ferris and Alexander Kosloff, captains; Patricia A. Tapp and Shirley Rogers, hostesses; Charles D. Mullikin, customer service agent; Vearl O. Greenwood, lead mechanic; flight officers William W. Cooke, Lawrence P. Bailey, Ronald E. Bloom, Wallace D. Brown, Arlen B. Buchanan, Richard M. Dolezal, David C. Howard, Jr., Ray C. Simons and Harry W. Warren; Donald B. Kotlarz, reservations manager; Christina Jensen and Edythe S. Ray, senior reservations agents.

San Francisco — John F. Chan, sales representative; James L. Clough and Milton F. Morgenstern, customer service agents; John F. Kennedy and Lawrence J.

Marshall, Captains; Leonard V. Kutkey, dispatcher.

Phoenix — George R. Goodman, mechanic; Darrel D. Fowler, lead mechanic; Fred M. Smith and Floyd L. Welsh, maintenance supervisors.

Portland — Roger D. Evertt, Jack R. Mills, and Raymond L. Carstens, customer service agents; Edward C. Adams and Delbert J. Weinberger, flight officers; Robert E. Reinseth, captain.

Tucson — Gerald E. Roelle and George J. Grindahl, mechanics.

Medford — R. Frank Randall, senior customer service agent; Robert D. Dunn and Charles A. Prather, customer service agents.

Twin Falls — James M. Mikkelsen, senior customer agent, and Mark E. Watts, customer service agent. Pasco — Harold E. Carpenter, senior customer service agent. Walla Walla — Donald D. Brown, senior customer service agent. Salt Lake City —

Irvin T. Rubbelke, senior customer service agent. Baker — Zane E. Patterson, customer service agent. Eugene — David E. Remily, customer service agent. Oxnard — Gary D. Moore, customer service agent. Spokane — Ronald C. Roberts, customer service agent.

Olympia — Walter M. Mayo, sales/service manager.

Five years

San Francisco — Jennifer L. Berry, hostess; Jack W. Stevens, captain; William T. Lockwood, Jr., dispatcher; Ronald A. Riley, sales representative.

Los Angeles — Gordon K. Derscheid, reservations agent, and Peter A. Cervi, mechanic.

Las Vegas — Steven L. Eckman, customer service agent. Seattle — Thomas M. Joyce, customer service agent; June A. Stoebner, clerk. San Jose — Terry J. Needham, customer service agent.

130 Air West June graduates

The training department at Phoenix had a busy month in June, graduating more than 130 present and newly-hired employes from various training courses.

The largest group was 72 ramp service agents for Los Angeles and San Francisco, replacing International Flight Service employes on July 1. The new ramp service agents are:

San Francisco — Richard Rackerby, John Schumann, Dennis Homer, Murray Price, Chris Klevesahl, Laird Welton, George Flaherty, Jim Musbach, Daniel Toomey, Alex Smith, John Ward, Bob Davis, Don Sletner, Tom Parker, Jim McLeod, Eric Glennen, Jack Murphy, Frederik Diepen, Franklin Medina, Tony Sanchez, Myron Lee, David Sarasua, Kitt David, Joseph Boyer, Mike Hill, Bob Rodrigues, David Fierro, Ken Gfroerer, Mark Clirehugh, Jim Murray and Joe Kross.

Los Angeles — Bill Peters, Jim Conlow, Wayne Cantrill, Arvid McClary, Gene

McElhiney, Paul Yocouelli, Joel Gese, Ron Bogenreif, Russell Dunn, Robert Vaughn, Gil Bumbs, Arthur Carrasco, Danny Dohmann, Robert Dailey, Nicolass Struyck, Jack Markham, Bob Bivins, Carl Yeto, Henry Benner, Tony Kern, Norm Hamilton, Jim Clark, Dick Young, Felice Mascolo, Jim Wharton, Mike Nagel, Kevin Doyle, Jim Nash, Uel Carter, John McDaniel, Andrew Arcidiacono, Larry Whitlock, John Weber, Keith Patree, Newman Theriot, Dario Soto, Carl Wolfe, Martin Lieb, Tim Kuhn, Jerry Bones and Carl Parker.

Jim Clark, manager of ground flight training, said six pilots and seven dispatchers have completed initial training courses. They were:

F-27 pilot — Philip Lane. DC-9 pilot — O. J. Banks, W. E. Herzberg, Jim Loomis, L. V. McDonald and Jack Oates.

DC-9 dispatchers — H. G. Hall, A. L. Hergstad, N. L. Regan, D. Siggins, R. Sol-

lars, J. R. Thompson and Walt Vane.

Thirteen employes completed supervision training at San Francisco.

Los Angeles — Ann Bridge, reservations.

Phoenix — Herb Spencer, reservations and John Brunton, ground training.

San Francisco — Dave Caton, reservations; Roy Shanks, claims; Stan Reyes, data processing; Chuck Easton, purchasing; James Clough, Bob Jones and Casey Schuddenboom, ramp/stations; Edward Maymo, catering; Roger MacMillan, ticket counter; and Pat Harris, hostess.

Ten others completed the supervision training at Las Vegas:

Los Angeles — Jack Eggleston, reservations. Phoenix — Tom Perino, reservations. Seattle — Steve Templeton, reservations. San Francisco — Wilma Seyd, reservations. Las Vegas — John Crabbe, Bob Heckert, Duke Johnson, Ben Lewis, Mike McCarthy and John Russell, stations.

Los Angeles Report

By Donn Anderson and Beverly Grear

July 1, 1969, the anniversary of the first combined operation of the newly-formed Air West, brought a significant change to LAX. On that day Air West took over the ramp cargo operation from International Flight Service. Thirty-seven new ramp service agents have been hired for Los Angeles and trained locally.

The Los Angeles reservations girls' softball team got on the winning track against Air Canada by beating them 49 to 4. The TWA team, fearing defeat by the girls after hearing the Air Canada score, didn't show up. Our team won that game by forfeit. However, it was tripped up by Continental, 15 to 8. The score was 15 to 1 going into the bottom of the seventh when the girls rallied but fell short.

Karen Kreykes flew to Minnesota to crown the 'Dairy Queen.' Karen was the outgoing queen.

George Fakhouri spent a two-week paid vacation in the vicinity of Barstow, courtesy of Uncle Sam.

LAX employees continue to travel the length and breadth of the country. Mike

Olson went on a Delta promotional tour to Atlanta. Cheri DeKeyser recently traveled to New York City and Washington, D.C. Beverly Grear also took a trip to New York. Darby Jordan visited her family in Nebraska and Patty Moriarity and Georgeann Piatt went to see family and friends in the Wichita area. George Kramer went to Detroit and Ann Smith to New Jersey.

Traveling out of the country was William Williams, who spent part of his vacation in Puerto Vallarta.

Jerry Evans transferred from Las Vegas and Laurel Ingham transferred out to Santa Maria reservations.

Recent promotions included Neal Stone, former senior agent, as chief agent replacing Ralph Sellars, the new Ramp Service Manager. Dan Ward was appointed in Neal's place.

Fred Eckfeld, former Los Angeles 'Agent of the Month,' has been graduated as a doctor of chiropractic. In order to graduate and receive certification in 21 states, Fred had to master the national board exam which lasted for four days and contained over 2100 questions.

It didn't leave on time

It wasn't an Air West 'spaceship' and it didn't leave on time; nevertheless the Grayline cruiseship Sightseer performed well enough in helping Air West introduce its spaceship theme to 125 Puget Sound travel agents and press representatives June 24.

The boat cruised for four hours from Lake Washington through the ship canal to the Seattle waterfront, and during the trip the guests had an opportunity to talk with Larry Decker, vice president-marketing; Dick Neal, general sales manager, and

Garvin, district managers; Glenn Bottemiller, manager-interline, and Dan Veenstra, sales 'rep.'

A contingent from Las Vegas attracted special attention. The Hughes Resort Hotels co-sponsored the event, and representing them were the Sands Hotel's marketing director, Barney Rawlings, and Tom Brown, sales director for the Landmark. Jesse James, Air West district sales manager at Las Vegas, was present, too.

One of the highlights was a four-place display showing the new Air West 'space-

PHOENIX

Millie Archuleta and Herb Gonsalves were the winners of the Air West bowling tournament held recently at Phoenix.

Gonsalves, a Phoenix mechanic who has an average of 170, collected 1,057 pins in the five-game competition. In second place was Mike Calvin with 1,029. Galvin is also from Phoenix.

Millie, who is based at Phoenix, has an average of 132 and she narrowly edged Jackie Schloe of Boise, 594 to 582.

Flor Shea, secretary to maintenance vice president Jack Vidal, also celebrated a birthday recently. Her fellow employes



presented her with a birthday cake with only two candles so no inference to her age would be given.

Mike Bloore, assistant manager for systems and programming recently presented graduation certificates of completion to Rita Moody, Sally Esparza, Judy List, Dottie Guth and Barbara Tabaka for their course in the operation of the Mohawk keyed-data recorder. The new device is a computer unit using magnetic tape rather than punched cards.

John Kozma, district sales manager for Phoenix, received an 'air mail' message on his birthday recently but it wasn't in the conventional manner. A paper bird, named 'Heir West,' 'flew' down a nylon fishing line to Kozma with a list of clues as to where John could locate his birth-

Air West and the Civil Aeronautics Board are discussing more things than Howard Hughes these days. There is a small matter of a half-dozen or so route cases which is getting considerable attention, too.

Ed Beauvais, assistant vice president for research and development, says the new Spaceship route inaugurated July 1 between Spokane and Salt Lake City promises to be a fast-growing market with great potential.

Recently, the C.A.B. authorized Air West to operate through the San Jose Airport as a hyphenated point with San Francisco on flights originating north of the Bay Area. It also indicated that it intends to grant Air West similar authority at Ontario on flights originating north of Los Angeles.

Beauvais said the San Jose award would mean Air West could operate flights from Eureka/Arcata, Medford or Eugene to San Jose without having to stop at San Francisco. But he said at present plans to operate such flights are only in the thinking stage.

The C.A.B.'s Bureau of Operating Rights has recommended to the board that Air West be allowed to operate nonstop flights between Los Angeles and San

Francisco and between San Francisco and Portland. Flights originating at Portland and serving San Francisco, however, could terminate at a point other than Los Angeles.

While the recommendation of the B.O.R. is a very important step in this route proceeding, Air West feels the ultimate award in the case will involve many more nonstop markets from Seattle/Portland to San Francisco/Los Angeles and their respective satellite air terminals.

Beauvais said bilateral negotiations between the United States and Canada will get underway soon and at the conclusion of the talks, Air West probably would be a party to additional service involving Canadian and American points. Bilateral talks with Mexico also are expected to begin shortly, he said.

Air West is interested in establishing nonstop service between San Francisco and Guadalajara in addition to service via Mazatlan or La Paz.

In cases in which hearings have been concluded, Air West is waiting decisions in the following:

— Service to Albuquerque case, providing for nonstop service between Albuquerque and Los Angeles, Las Vegas, San

Francisco and Dallas.

— Dallas/Fort Worth—Phoenix nonstop case, providing nonstop service between Phoenix and the Texas cities.

— The Phoenix-Portland/Seattle nonstop case, providing nonstop service between the Pacific Northwest and Arizona.

— The Reno-Portland/Seattle case providing nonstop service between the Pacific Northwest and Reno.

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

Direct exhibits in the additional service to Salt Lake City case were presented in June. Additional exhibits and further testimony are to be presented later this year. In that case, Air West has asked for nonstop authority between San Francisco and Salt Lake City and between Salt Lake City and Chicago.

In a non-route case involving the C.A.B. and Air West, the company was given permission to initiate its 'spaceship' concept of seating. The C.A.B. overruled objections given by United and Western airlines that the 41-inch pitch between seats at coach prices would be greater than that offered at first class fares and therefore would be unfair.



Ken Black

With the take-over of cargo handling functions from International Flight Service July 1 at San Francisco and Los Angeles, four new managerial positions have been filled. At Los Angeles, Ralph B. Sellars has been promoted to ramp service manager, and Tom Reedy to passenger service manager. Their counterparts at San Francisco are Ken Black, ramp, and George Dzurisin, passenger.



Tom Reedy



Ralph Sellars



George Dzurisin

...the biggest attraction in Puerto Vallarta than Delta's smile

Delia Margarita Gomez, Air West customer service agent



sen photo

Puerto Vallarta: the p

by Ken Jensen

Think closely about your last trip to Mexico, particularly to Puerto Vallarta. If you were able to think through your anxiety and excitement about where you were going, you probably were amazed at the ease of the actual flight operation itself.

You probably were thinking something like, how easy the work must be down there or how great it would be to work there. Maybe what you read here will ruin a few of those myths about how simple the job is at Puerto Vallarta.

Right now, Air West flies into Puerto Vallarta three times a week. In October, the plan is to increase that to four and in December to five.

During the eight full months that Air West operated into Mexico in 1968, Puerto Vallarta emplaned about 700 passengers. In the first six months of 1969, boardings were higher than the '68 figure and show no sign of slowing down.

Salvador Ramos, sales/service manager at Puerto Vallarta, says that within a year, at least two more airlines plan to open operations there. One is Air France. Five hotels are under construction and five more are on the drawing boards. A deep-water port where big ships will be able to tie up next to a pier instead of dropping anchor in the harbor will be completed within a year. It all points to more and more traffic for Air West.

The operation at Puerto Vallarta may be the most unique on the entire Air West system. Consider these factors. To work at Puerto Vallarta, you either must be a Mexican citizen or possess a Mexican work permit, a document almost impossible to obtain. People in classifications other than porter must speak English.

In order to work aircraft weight and balance, Mexican employes must have a dispatcher's license. Currently, only Sal-

with licensed more attractive licenses are paid each month.

All personnel except porters, a job in the state the city ticket able to operate equipment. The of all trades' variety of jobs

Porters are handle the ba through custom the terminal de and perform ja port and at the make sure the working order a as messengers b no ground co city.

All Mexican a strict contrac ment and are p standards.

Herb Chesny tions at Los An sible for the M biggest problem Vallarta is comm

He says there message to Pue them is very rel phone, but he s five days to get Vallarta.' The s bination of telep radio requiring the person mak two radio operat

The remainin mail, is the tel Mazatlan. Fron

dispatchers. To make it agents with dispatcher's and an additional 100 pesos

at Puerto Vallarta, ex are required to know every ion. Each takes a turn at office and each must be the high-frequency radio e porters are really 'jacks because they have a large to perform.

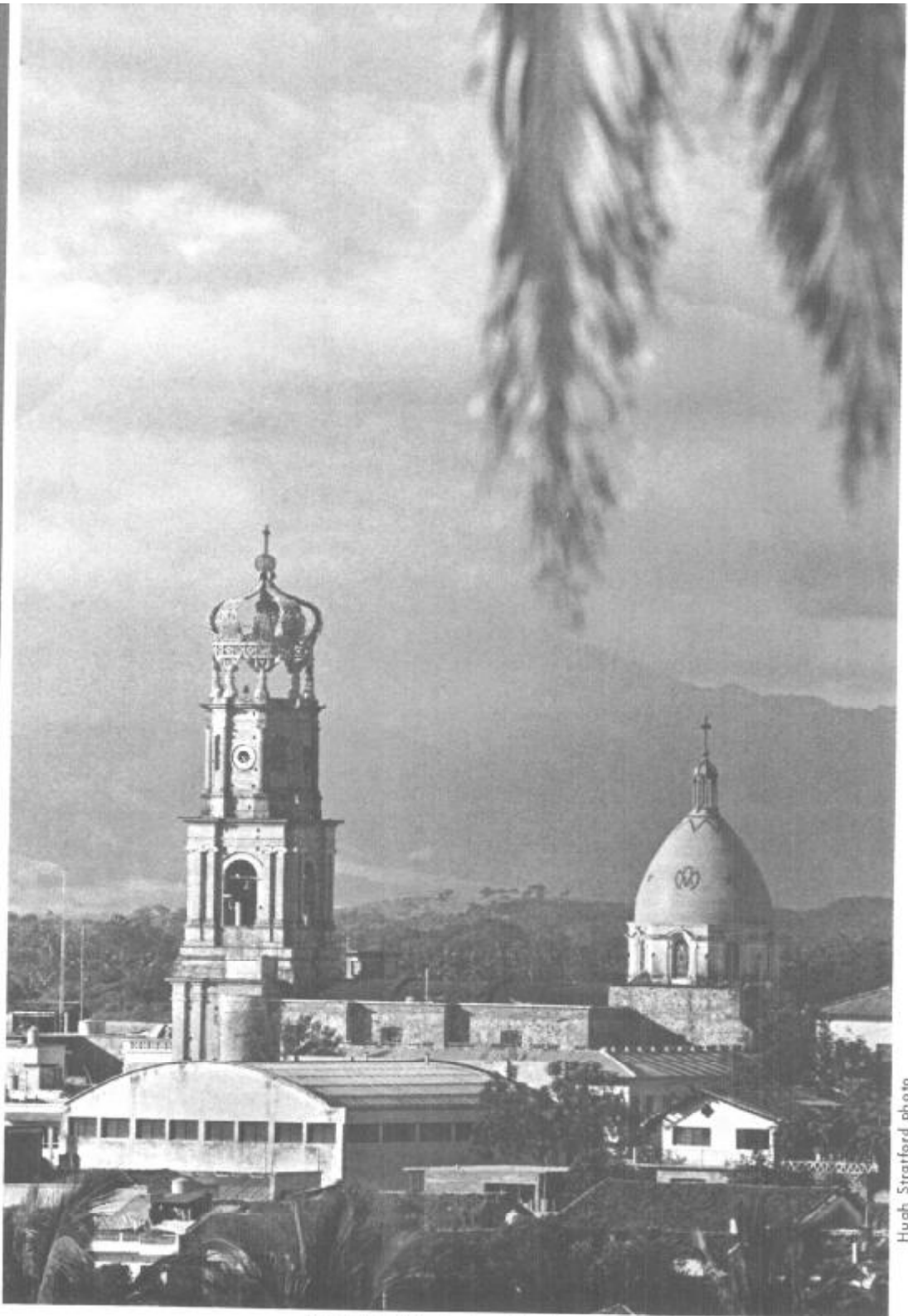
first of all skycaps. They ggage from the aircraft, s and into the taxi cabs at or. They are ramp agents nitorial services at the air- a city ticket office. They amp equipment is in good nd clean and they also act because there are virtually munciations within the

employees are governed by t set up by their govern- aid according to Mexican y, regional manager of sta- geles and the man respon- exican stations, says the with operations at Puerto unications.

are three ways to get a to Vallarta and none of able. The first is the tele- ys 'I've waited as long as a call through to Puerto econd method is a com- thone and high-frequency a relay process between ing the call and at least ors.

g-method, except for co- ex between Tucson and Mazatlan to Puerto Val- a high frequency radio

people working at Puerto have received at least a education in the United gent Enrique Llanos was



Our Lady of Guadalupe Church is prominent Puerto Vallarta landmark.

Hugh Stratford photo

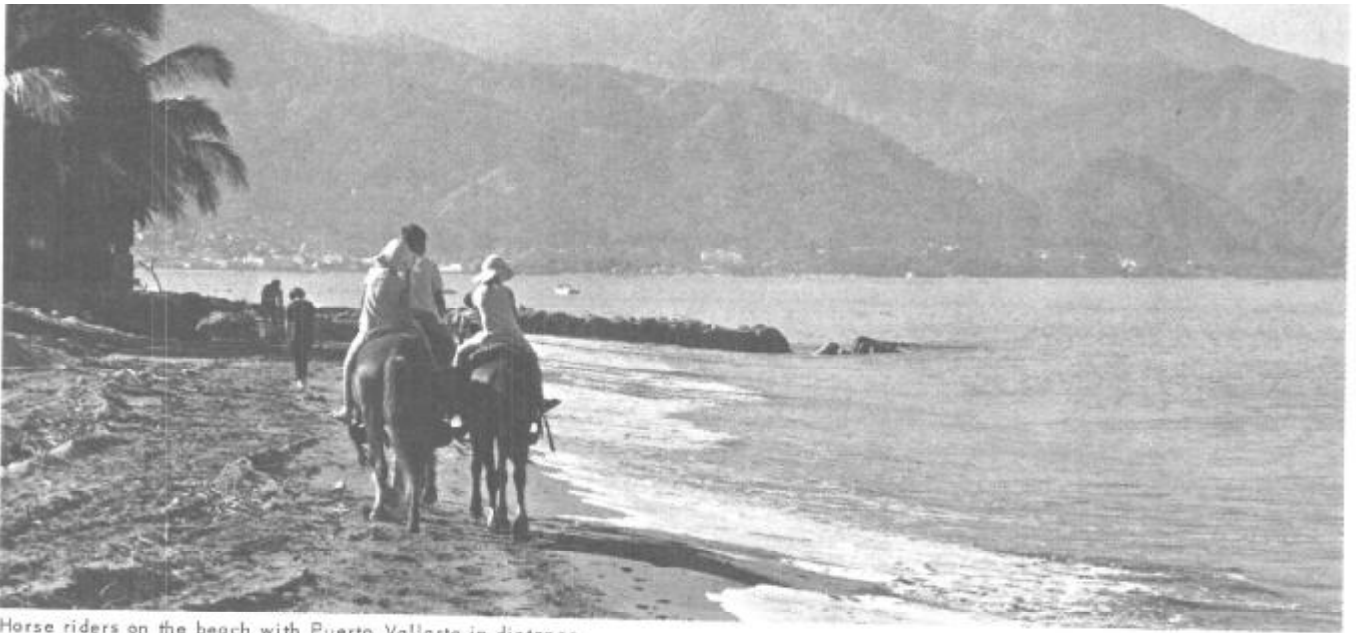
Ken Jensen photos



The smiling porter is Air West's Carlos Garcia.

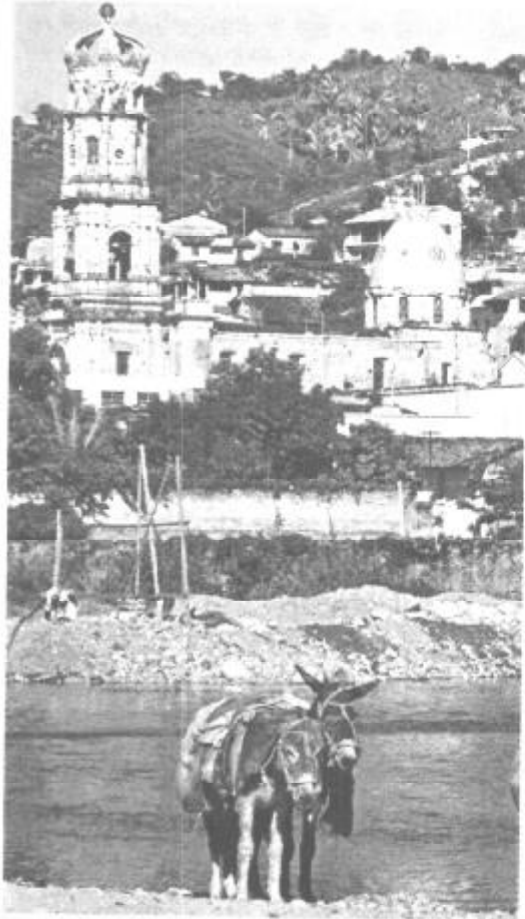
Enrique Gomez Llanos, chief agent (1) with manager Salvador Ramas and Delia Gomez





Horse riders on the beach with Puerto Vallarta in distance

Scene on the bank of Cuale River



Hugh Stratford photos

A fish barbecue is always handy to hungry tourists



city, also at Mexico City. He also is a graduate of the Alexander Hamilton Insti-
 Puerto Vallarta. Only Della Gomez and Juan Garbay who will bend over backwards to help you.

Interline Tour: selling the salesmen

by Ken Jensen

The water and the sand were warm. The shade from the thatched palm roof provided welcome relief from the hot sun and the drinks were tall and cool.

Lunch would be ready in a few minutes but in the meantime our group of 17 would rest and enjoy the tropical paradise called Yelapa.

It was a strange mixture, our little group. Our voices, mixed with the twang of Brooklyn, the midwestern drawl of Chicago and St. Louis and the relaxed tones of Denver, Phoenix and San Francisco, contrasted with the rhythmic chatter of our Mexican hosts.

The 17 were airline employees there as part of a four-day interline tour of Puerto Vallarta and its beautiful surroundings.

Air West was the host of the tour, which had one objective: to sell the interline guests on the area so they would go back to their offices and sell Puerto Vallarta and Air West to their customers.

The group included five American Airlines employees, Joan Kearns and Arlene Carson from New York; Ken Underwood and Gary Schwartz from Chicago, and John Richardet, of St. Louis. Frontier Airlines was represented by Dee Fulscher, of Denver, and Barbara Baldry, Phoenix.

Trans-World Airlines employees from Chicago were Alice Hendrickson and Cora Lewman.

Penny McIntyre, Jan Smith and Carol Wilkensen represented Western Airlines,

Denver. From Air West, were interline sales manager Jerry Arnold, Santa Ana district sales manager Jim Carmean, and Puerto Vallarta sales/service manager Salvador Ramos.

The two nights we had been there had been filled with the sounds of Mario, a part-Indian, part-Mexican singer whose power and ability to capture an audience had held us in rapture for the entire time he performed. In addition to the bar at the Posada Vallarta, where we stayed and where Mario performed, we had visited the La Iguana restaurant and were treated to the spicy viands only Mexican hands can prepare.

The next day we looked back on another night of Mario and more tasty food, this time at the Playa de Oro. But in addition to that, several members of the group made a late night tour of Vallarta's night spots. It was 5:30 a.m. when about half the group returned from the night's revelry.

The days had been equally active. The first day included a city tour aboard an air-conditioned bus. But it wasn't that easy. The local taxi drivers halted the bus and demanded an explanation as to why the tour was aboard a bus and not in their cabs. The tour had been cleared with city officials but the drivers felt they should have been informed also. That took the better part of a half-hour to clear up.

After that, we saw Liz Taylor and Richard Burton's house (from a consider-

able distance), the market place, several very attractive and reasonably-priced hotels and Western International's newest hotel, the 500-room Camino Real south of the city.

It was on the beach by that almost-completed hotel that we were served red snapper which had been cooked over coals placed in the sand. As we ate, a marimba band played and the surf crashed into the high rock cliff which guarded the southern end of the sandy stretch. Beyond, in the steep, thickly-grown hills, palms stood at attention as we danced and drank and laughed and swam.

We had also shopped in the clean stores of the city and stepped quickly to get out of the way of the street washer who passed that way each day. We found the city very clean, the people very happy.

The boat trip to Yelapa took us very close to miles of deserted coast and we were able to see areas where it is likely no man has ever trod.

Returning by canoe from the beach at Yelapa to our larger tour boat, one member of the group took a header into the surf, clearly the result of too many coco locos. We all had a good laugh and the victim, cigarettes, camera and film ruined, money, wallet and clothes soaked, laughed with us.

Our final joint effort was a prayer that somehow we would be forced to stay there another day or so. It went unanswered.

(From center pages)

born at Mazatlan and attended San Francisco's Mission High School for a year. Jesus Salgado was born at Whittier, Calif., and attended High school at Merced, Calif., and Yuma, Ariz. Juan Garibay was

tute in business administration. Delia Margarita Gomez, the only female employee at Puerto Vallarta, is working in the same city in which she has lived all her life. She is a graduate of the Colegio

remain single. The five married men have a total of 11 children. Enrique is married to an Air West hostess, the former Ida Mae Scrape. Ida Mae spends her free time with her husband in Puerto Vallarta and

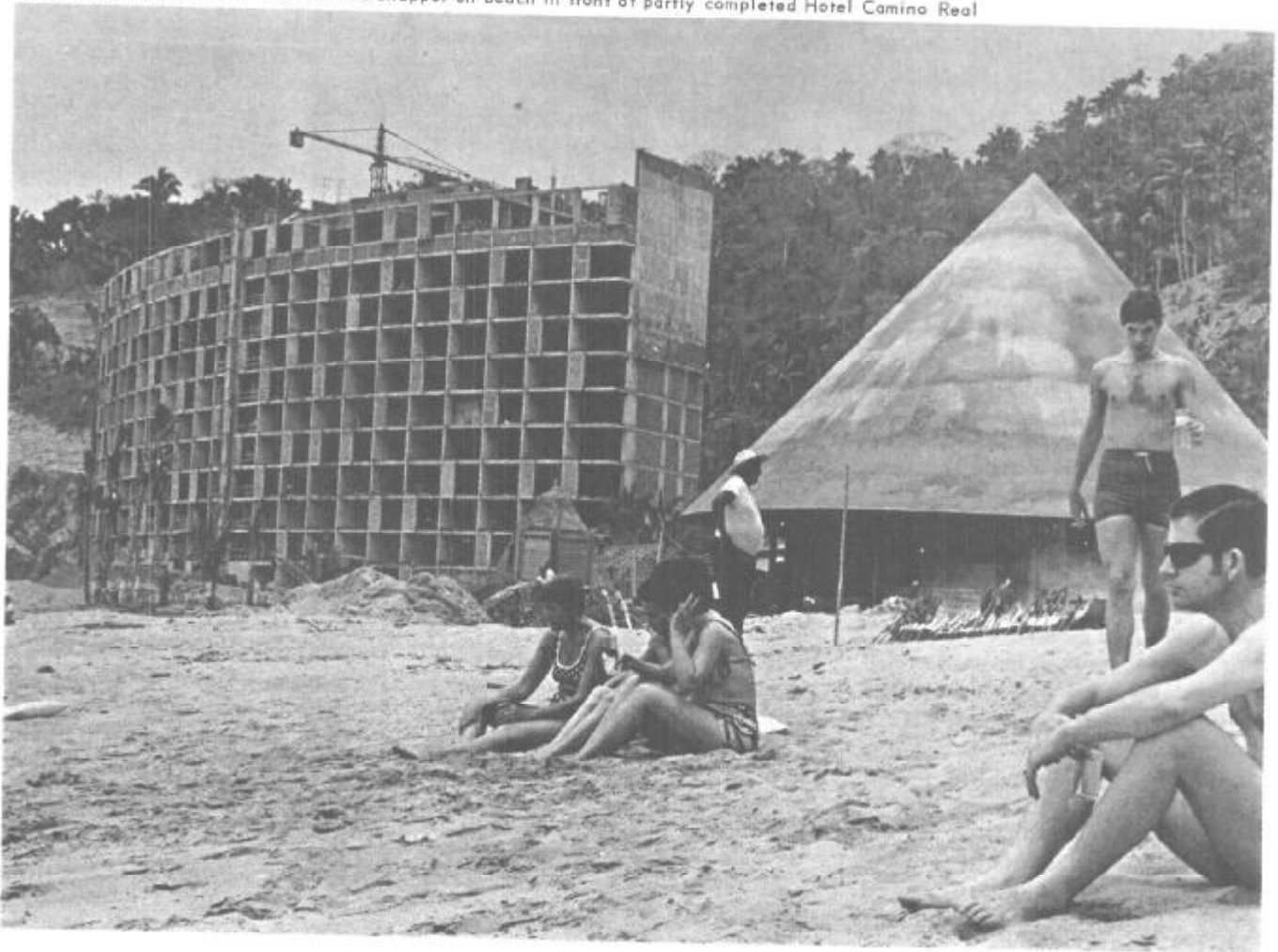


'Coach' Sal Ramos lines up his interline tour team for instructions



Interliners find Mexican music irresistible

The tour group pauses for feast of red snapper on beach in front of partly completed Hotel Camino Real



Cobain, Lauretta A. Halden, and Betty J. Lynch. Las Vegas — Lavern M. Brooks, Roxanne M. Caserta, Sally S. Davay, Mary K. Mendence and Cheryl L. Stephenson.

M.D., Seattle. The attractive quarterly was designed by Joe Erceg, a leading Portland graphics consultant, and printed in the Air West printshop.

June's showing was a 10 per cent upswing from May's 226,147 total and it was the first gain of appreciable size since March. The June, 1968, boardings were 282,090.

Bob Hayes

Jim Mount

A Feather in their caps

On behalf of the Yakima Area Office of the State Department of Public Assistance we want to thank you for the superior service you rendered to our client and the caseworker who accompanied him to Seattle for medical treatment. The caseworker stated that your services enhanced our patient's well-being and added so much to allay his feeling of insecurity of entering a hospital. Also, the help given in placing the patient on and off the airplane, the use of the wheel chair in getting the man to the ambulance, and the courtesy shown while waiting at the Portland airport were superb. (Supervisor social services, Yakima, Wash.)

My son was very seriously injured in an automobile accident in Moscow, Idaho. After he had spent ten days in a Moscow hospital, we were told he could be flown home but that he could go home no other way.

It was with considerable apprehension that I took my injured son from the hospital to the Pullman Airport for our

flight. We were to change planes in Lewiston and had a layover in Boise, all of which concerned me greatly.

But, the plane arrived and departed on time in Pullman - and in Lewiston and in Boise. We arrived in Twin Falls according to schedule. We were treated with consideration and everyone was courteous and pleasant. My son arrived in good shape and my faith in Air West is restored. You really came through when we needed you most. (Parent, Burley, Ida.)

I would like to take this opportunity to thank the personnel and staff of Air West for their very courteous care and, especially, the attendant Antres Lochuga, who came with my brother from San Francisco International to Redding. He was most kind and helpful in attending the needs of my brother who was in a wheelchair.

There has been much comment in the Redding area regarding the service to this community by Air West; you can be as-

ured that you have received favorable comments and recommendations by me. (Redding, Calif., physician)

As a member of the public relations department of PG&E, I have been using your airline for the past five years. The improvements you have made in flight operations and in the field of public relations as well as advertising (The 3:10 left at 3:10), are to be commended.

Last Friday, May 23, I had the privilege to fly from Eugene to SFO and the DC-9 jetter was complemented by the smiles of your stewardess, Barbara, who was the personification of the new Air West image.

Thank you very much for the materials donated for a simulated flight in our kindergarten class. The children were so thrilled and learned so much from the experience. We appreciate the generous help of Mr. Jim Wells, who brought our age Arcata, who was so kind and helpful. (Teacher, Fortuna, Calif.)

On Time

Air West's on-time performance continued to exceed 80 per cent in June, the fourth straight month it has done so. Passenger boardings underwent a significant gain.

During June the on-time performance was 80.1 per cent. In May the figure had been 88 per cent and in April, 86 per cent and in March 81 per cent.

The average for the first half of the year stands at 77 per cent.

Flight Quarterly

Air West's second Flight Safety Quarterly has been published under the direction of David R. Hinson, director of flight research and development.

Articles include:

'DC-9 Hytrol Antiskid System,' by Gary W. Kibbee and Gary L. Bartz,

Res Trainees

John R. Palmer, manager of customer service training, says that 20 reservation agents have been graduated and assigned to their domiciles.

Phoenix - James Arnold, Diane Johnston, Penny Masterson and Patricia Walker.

San Francisco - Laura Carpenter, Joan Giannarini, Barbara Kyne, Linda Morgan, Pamela Obney, Mary Ann Roberts, Susan Schneider and Gloria Schwartz.

Seattle - Darlene Annen, Barbara

carrier's San Francisco headquarters. His base will be Phoenix.

Hayes joined Air West in 1957 as a station agent. Since that time, he has served as station agent at Las Vegas and Apple Valley, Calif., station manager at Apple Valley, sales representative at Los Angeles, district sales manager at Ontario, Calif., cargo sales manager at Phoenix and area manager for cargo at Phoenix, the



position he held at the time of his appointment.

With his wife and two children, Hayes now resides at Scottsdale, Ariz. He attended the University of West Virginia and was born at Kenova, W.Va.

Hayes replaces James M. White, who was killed in a swimming accident earlier this year.

Air West 69 News

No. 13 Puerto Vallarta July 11, 1969

Don Gooding, editor; Ken Jensen, staff writer/photographer. Cover: Sal Ramos, manager at Puerto Vallarta; DSM Bill Gerrard and Miss Spaceship (Sue Robinson) present first Air West spaceship flight ticket to Chester A. Hogan, imperial potentate of the Shrine, parachuting over Bahía de las Banderas, Puerto Vallarta.

When that station was closed earlier this year, he assisted Santa Maria manager Bill Burr, now he has been appointed sales/service manager at El Centro.

During his 17 years with Air West, Jim has managed the station at Crescent City and the station and city ticket office at Eureka/Arcata

Eric Wilson, director of stations, says Jim's experience at Vandenberg and his short term at Santa Maria made him more than well qualified to take over at El Centro. Santa Maria and El Centro stations are about the same size, both board about the same number of passengers, and both have local reservations offices. They also deal heavily in military traffic.

Alameda fair

Air West went to the Alameda County Fair in big style this month and for the first time, had a horse race dedicated to itself.

Air West was the official sponsoring airline for the fair and as such flew 14 queen contestants from eastern San Francisco Bay communities within Alameda County to Hollywood.

Two thoroughbred races held during the fair's two-week run were dedicated to Air West and hostess Candy Mann was on hand to present the winners with a bouquet of flowers.

Fran Hamlin, regional manager of hostesses at San Francisco, was a judge in the fair queen contest and Gary Kidwell, manager of promotions, was in charge of the company's participation in the affair.

More than 300,000 racing programs carried an Air West advertisement, and posters and other material were placed around the fair for public display.

Ken Larsen

Ken Larsen, Air West director of personnel, has resigned to take a similar position with Texas International

A pilot himself, he returned to his seat with a big smile of satisfaction on how smoothly the big plane appeared to handle. Throughout the flight he commented on the flying comfort. Usually, when Duane talked, his long legs were stretched far out in front of him unrestricted by the preceding row of seats.

Marvin Anderson of the Calgary Herald was not over-enthused about the trip at its outset. 'When you've been to one opening, you've been to them all,' he said.

He sat back in quiet amazement as the beautiful Idaho scenery sped past underneath. He also smiled and nodded affirmatively to himself when the seat in front of him was tilted all the way back to demonstrate the spaciousness of the seating. He said he felt the new service would mean a great deal to Calgary businessmen wishing quick trips to U.S. points for a day's business.

His Albertan counterpart, Ashley Ford, said he felt the new service would mean less business for some carriers specializing in charter flights between his city and Las Vegas.

'Now people will be able to travel individually or in groups on a regularly scheduled basis and this may make them want to go more often,' he said.

UPI editor Herb Laughner expressed great interest in the growth of air travel into Calgary, a market which only three years ago was served by Air West with DC-3 equipment. Another Salt Laker, Arnold Irvine, said he believed Utahns would take good advantage of the European connections available to them through Calgary.

The new service was initiated on Air West's first birthday anniversary. In contrast to a year earlier, each segment of the flight operated on time and without any apparent difficulty. The only complaint which the newsmen may have had was that they were not able to stay longer at their respective destinations.

The group at Calgary was treated to a July 1 hail storm which left up to four inches of heavy hail on the ground. It was the first visit to the Canadian City for all seven in that party.

It would not be invidious to say the nine newsmen, most of whom were experienced travelers and generally aloof to publicity gimmicks, were impressed by Britt Palmer, KCFX-TV.

editor of the Calgary Herald, Arley Ford, of the Calgary Albertan, Ron Baer and Bill Thompson of Spokane television stations KXLY and KHQ, were hosted by Air West on an overnight trip to Las Vegas, one of the important new markets now wide open to Spokane and Calgary.

Air West jet prepares for start of July 1 inaugural flight from Spokane to Salt Lake City



Inaugural flight

by Ken Jensen

Nine newsmen now know what it's like to ride in a 'spaceship.' They also have a pretty good idea what Air West's new Salt Lake City-Spokane nonstop service is going to mean to travelers.

The nine newsmen represented radio and television stations, newspapers, an in-

residents. The four were accompanied by Spokane district sales manager Jim Garvin and regional sales manager Rusty Rostad on their overnight trip to the gambling mecca. District sales manager Jesse James made all the Las Vegas arrangements.

Five others, all from Salt Lake City, were accompanied by Utah district sales

Ford, who migrated to Calgary from New Zealand, said the hot breakfast was 'outstanding' and one of 'the best' he had ever tasted on an airline. The others in that group were too busy eating to comment.

The northbound group was equally impressed by the dinner served on board its