

# AIR WEST 70news

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May 11, 1970

## Active Spring for Employee Club

Golf, softball and luggage sales are highlighting this spring's activities in the San Francisco region Employees' Club.

**Ron Gilmore**, athletic chairman for the club, will host a spring golf tournament June 7 at Crystal Springs Golf Club in Burlingame. The cost will be \$10 and it will be open to all Air West employees. Make tee time reservations by calling **Gilmore** at extension 206 in San Francisco.

The Air West Knickerknockers girls' softball team begins another season in June. The team is made up of girls from the San Francisco area and went through last season without a loss. Contact **Judy Allen** or **Jo Ann Dennis** if you are interested in playing.

Club president **Jack Greenbaum** said employees can still order carry-on flight bags from the employees' club. The bags sell for \$10.25 and are of the same type advertised nationally for \$19.95. **Greenbaum** said that of the initial shipment of 200 bags, some are missing. "A few of the bags left the San Francisco hangar facility bound for other stations and never arrived. The club has to pay for these bags and whoever took them is not only depriving the rightful owner of his property, but is also eliminating funds from the club treasury, which benefit all employees."

A new bulletin advising the delivery date and availability of the new bags will be out shortly.

## Busiest Day

May Day, May 1, 1970, was the best day of the year for Air West passenger boardings.

On May 1, 11,130 travelers boarded Air West flights, more than have boarded in a single day since Christmas. The load factor was 50.2.

## Tague: Changes to be Made

Change is not only in the air but also on the ground within the Air West system.

Highlights of these changes (since the purchase of Air West by Hughes Air Corp.) are listed below. Some of the changes will be implemented in the near future while others are still pending, according to Irving T. Tague, acting general manager.

They are:

- More than \$20,000,000 in past-due accounts have been paid, which now stabilizes the company's financial condition.



Irving T. Tague

## 147 New Hostesses

One-hundred-forty-seven young ladies will join Air West as hostesses prior to July 1.

The first class of 30 girls is currently undergoing training at Phoenix.

**John Palmer**, manager of hostess training, said the hostess training period is now four weeks.

Domicile assignments for the girls have not yet been outlined but it is expected that the new hostesses will be flying throughout the system.

The large number of new hostesses will meet the manpower requirements of placing three girls on all DC-9-30 flights by July 1.

- Air West has requested the Civil Aeronautics Board to reopen three important domestic route cases (see story).

- An extensive advertising program was launched last week (see story).

- New route applications are pending in bilateral meetings currently underway between the U.S. and Mexico, and the U.S. and Canada.

- Service to passengers will now include instant breakfast, free postal service, magazine reading material, playing cards, and continental breakfasts on 35-minute or longer flights prior to 8 a.m.

- An extensive study is underway to improve and expand the depth and effectiveness of the employee training program.

- The Air West fleet has been reduced from five to two different types of aircraft. They are the DC-9s and the F-27 Dart 7s. To be leased or sold are three Boeing 727-100s, seven F-27 Dart 6s, and three Piper Navajo aircraft. This change overcomes many previous problems in maintenance, parts, training, etc. The existing fleet can more than adequately cover the entire Air West route structure and any contingencies.

- A proposal is pending to upgrade the interiors of all F-27 Dart 7s to the standards of the DC-9s.

- An employe award system is under

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## Capt. Solomon Retires

Capt. George Solomon, one of the early aviation pioneers of the Pacific Northwest, has retired.

Solomon began flying in 1929 at the age of 18 and has logged more than 25,000 accident-free hours during his career. He was one of the early day "barn-stormers" in the northwest and for many years was an instructor in a flying school at Spokane. Many of his former students are flying as commercial pilots today, including Capt. Pat O'Grady of Air West.

In 1945, he joined Zimmerly Airlines at Lewiston, Ida., and later became chief pilot with Empire Airlines. When Empire



Capt. George Solomon

merged with West Coast, Solomon became chief pilot with that carrier and continued in that position until 1955. He then returned to line flying and remained there until his retirement.

In the right seat on his last flight was his son, George Jr., also an Air West pilot.

Future plans include some close relationship to aviation. "It's kind of hard when you've worked in aviation all your life to just quit flying altogether. I still look up every time I hear a plan go over," Solomon said. He holds a dispatcher's license and may possibly seek work, even if only part-time, in the aviation industry. "The last thing I'm going to do is find a rocking chair and sit in it."

## ON - TIME

|                   |       |
|-------------------|-------|
| February.....     | 88.1% |
| March.....        | 87.0% |
| April.....        | 88.8% |
| 1970 Average..... | 85.8% |

## We Get Letters

It is always nice to get letters and when the letter is complimenting you on a job well done, it is twice as nice. Thirty-four Air West employes recently received such letters from satisfied customers. They are:

### Spokane

D. Dycke

### Las Vegas

M. Black, V. Connor, J. James, M. Olsen, K. Spoeneman

### Los Angeles

K. Sellers

### Monterey

J. Skinner

### Mazatlan

E. Maldonado

### Phoenix

B. Baugham, S. Martin, S. Mills, H. Spencer, B. Stevens, S. Stone, J. Toci

### Seattle

S. Bickford, B. Hayes, L. Helton, A. Maus, M. Murphy, C. Nicholay

### San Francisco

G. Andraeson, C. Bradford, J. Fassler, P. Harris, J. Kennedy, J. Lardelli, W. Rabasco, J. Schmidt, S. Young.

### Sun Valley

D. Adams

### Tucson

B. Scott, W. Steckline

Let's keep those cards and letters coming ...

## Industry Briefs

Western Airlines has been awarded nonstop authority between San Diego and Denver, a route case which had involved Air West. In the same case, United was given San Diego-to-Chicago authority.

Western has also hired a consulting firm to design a new corporate image for the line which will include a new paint scheme for aircraft, hostess uniform, letterhead and most other image-carrying devices.

The Boeing Company said the 727-100, with 392 sales, has become its best-selling commercial aircraft. The 727-200, with 269 models sold, is number two best-seller, followed by the 707-320B, with sales totaling 264. The DC-9-30 aircraft received by Air West last summer were numbers 501, 502 and 503 in the series.

TWA said the performance of its 747 aircraft has been "extremely gratifying." On the Los Angeles-to-New York service, the first week's load factor was 65 per cent and TWA said it carried 1,400 more passengers on that segment with the 747 than on the two 707 flights which were replaced. In San Francisco, United reported that it was eliminating its 9 a.m. flight San Francisco to New York because of decreased traffic, most of which was drawn away by 747 departures about the same time of day by American and TWA.

Universal Airlines said it has reached agreement with American Flyers Airlines for a merger. The transaction would make Universal the second largest supplemental carrier in the nation.

McDonnell Douglas reports that it will use the Yuma International Airport to conduct sea level performance flights and instrument landing system flights with the DC-10, beginning in September.

British Aircraft Corporation said the Concorde SST has been flown at Mach 1.05 (about 700 mph) for about 1 hour 45 minutes. Mach 2 flights are expected within a few months.

## Positions Change in Operations

Re-alignment of the operations department has been announced by operations vice president, **Ed Altman**.

The re-alignment includes these changes of titles and personnel:

**Myron Reynolds** becomes staff vice president of flight operations. Serving under **Reynolds** will be **Shelby Tuttle** as director of flight operations and **Dave Hinson** as director of flight standards and engineering. **Tuttle** will direct flight control, regional flight managers and crew scheduling. **Hinson** will be in charge of operations engineering, flight training and procedures and ground training and publications.

**Bob Jorgensen** becomes staff vice president of maintenance. The structure of that department remains the same.

**Kip Wharton** becomes director of stations. **Eric Wilson** will serve as assistant director and **Duke Briscoe** will become manager of station administration. **Bob Brandia** moves up to manager of station procedures.

## Case Opening Asked

Air West has asked the Civil Aeronautics Board to re-open three route cases important to the development of the airline.

In briefs filed recently, Air West asked that the Pacific Northwest-California, the service to Salt Lake City and the Phoenix-Seattle/Portland nonstop cases be re-opened.

In two of the three cases, CAB examiners recommended against approval of Air West, citing insufficient financial backing to develop the routes as the chief reason for nonapproval. In the third case, the examiner recommended Air West for nonstop authority between Portland and San Francisco but said flights must serve San Francisco International and then continue southward. In other words, Bay Area satellite airports could not be served as recommended.



**Bud Stokes**, district sales manager at San Jose, is a man of ambition. He wasn't content with having his picture taken with one mayor; he insisted on two. And the two he insisted on were the mayors of two of the most famous cities in the world.

It really isn't all that impressive but here is the story anyway. **Stokes** and the mayor of Monterey, Al Madden, decided to pay a call on the mayor of San Francisco, Joseph Alioto, to invite the latter to the former's city to help celebrate the Monterey Bicentennial year. Of course, **Stokes** also suggested that **Alioto** choose Air West on which to make that visit. Hostess **Sylvia Townley** went along as an added incentive for the mayor to choose Air West.

**Stokes** nearly blew the whole thing when he blinked as the picture was taken but mayors Alioto, on the right, and Madden, on the left, were probably more interested in **Sylvia** anyway.

## SALESMEN MEET

The first general sales meeting in over a year was held recently at San Francisco.

Air West sales personnel from throughout the system heard details of the advertising campaign and listened to comments from various marketing officials regarding future plans.

**Dick Neal**, director of sales; **Vern Chase**, assistant director of sales; **George Moulton**, director of interline, agency and tours; **Terry Grimm**, director of cargo sales; **Perry Jackson**, manager of military and interline; and **Walt Kupper**, manager of charters, each took time to tell the group what was coming up in their individual departments.



Attentive salesmen listen. Left to right are Terry Grace, Jack Greenbaum, Bill Shirey, and Jim Garvin.



Bob Landry, standing, addresses breakfast meeting at El Centro. Left to right are Kip Wharton, Landry, Mike Keeping, Geoff Turner and Jim Mount.

## El Centro, Yuma get Jets Twin Falls Shovels Snow

New jet service began in two Air West cities in April while a third prepared to receive pure jet aircraft.

Beginning April 26, Air West began serving the Imperial Valley (El Centro) and Yuma with DC-9-30 equipment. Twin Falls service was to have started the same date but poor weather conditions prevented construction crews from lengthening the existing runway to jet standards.

In anticipation of the new service, Air West hosted various functions in each of the cities to celebrate the coming service. At El Centro, Los Angeles regional sales manager, **Mike Keeping**, hosted a breakfast gathering of political figures and businessmen from the Imperial Valley. **Geoff Turner**, San Diego district sales manager; **Jim Mount**, El Centro sales/service manager; **Kip Wharton**, director of stations; and **Bob Landry**, regional community affairs director, took part in the ceremony.

**Landry** and **Wharton** then moved on to Yuma for a mid-day luncheon meeting of civic and industrial leaders from that community. **Hank Puryear**, Yuma sales/service manager, **Bob Hayes**, regional sales manager and Tucson district sales manager, **Walt Steckline**, also took part.

Two days later, Air West hosted a cocktail party for about 125 southern Idaho community leaders at Twin Falls. **Dick Neal**, director of sales, and **Wharton**, represented the general office. **Don Cooper**, Idaho district sales manager, **Larry Ecklund**, sales/service manager at Twin Falls, **Tom Croson**, regional director of community affairs, and **Mike Murphy**, soon to be Croson's assistant, also took part.

Runway completion at Twin Falls is dependent on about a week of warm weather. On the day service had been scheduled to begin, it snowed.



## For the Record

Air West is now wholly owned by Hughes Air Corp. This corporation is 78% owned by Hughes Tool Company and 22% personally by Howard Hughes, industrialist and aviation pioneer. The only change in the name of the airline is that it is now written without the "Inc." at the end.

## Capps, Odell Win on Links

**Gary Capps** and **Jack Odell** walked away with the honors in the spring employees' golf tournament at Phoenix.

**Capps**, a Phoenix-based pilot, took home the low gross trophy with a two-over-par 72, **Odell**, who is director of quality control, also at Phoenix, took low net honors with a 64.

**Bill Finch**, Sacramento, and **Bill Lea**, Phoenix, tied at 75 for runnerup honors in the low gross but **Finch** was given second place following a "playoff." **Bernie Hallock**, San Mateo, was fourth.

**Chet Rosenberg**, Phoenix, was second in the low net with a 65, also following a playoff with guest **Jim Goodrich**. **Tom Meushaw**, Phoenix, and **Merle Cole**, also Phoenix, tied at 66 for fourth place.

Highlight of the tournament was the eagle scored by **Dick Gerber** of Phoenix supply. **Gerber** came up with a two on a 328-yard par-four hole. His only comment was that only those who played with him will know how he did it.

Winners received trophies and merchandise gift certificates.

## Tague: Change

study and will be implemented in the near future.

- The employee publication, **Air West 70 News**, will be upgraded within the next few months with a new format.

- Aircraft seat pocket publications are currently being studied and changes are anticipated.

- New promotional and sales material has been ordered and distribution will begin as soon as it is delivered.

- To improve communications, management will be visiting stations throughout the system on a continuous basis starting this month. Executive staff meetings, which were normally held in San Mateo, are being planned for other key cities. The May 11 meeting is currently scheduled for Phoenix.

**Tague** pointed out that as company policies and plans are developed, additional details will be explained to all employees.



Decker



Smith



Garvin



Kerley



Conroy

## Marketing Department Reorganizes

Reorganization plans for the marketing department have been announced by **Larry Decker**, vice president of marketing.

Included in the plans is the recalling of five employees furloughed in December.

Under the reorganization, **Decker** will remain vice president of marketing. **Dick Neal** becomes director of sales, a change of title only. **Vern Chase** will change his title to assistant director of sales.

Other changes include the reduction of regional sales districts from four to three for greater operational efficiency.

**Joe Smith**, now district sales manager

at Reno, will become regional sales manager for all of California, based at San Francisco. **Rusty Rostad** will remain regional sales manager for the northwest but will assume the additional responsibility for all of Idaho. **Bob Hayes** remains as regional sales manager at Phoenix and assumes the responsibility for Nevada, Utah and Arizona.

**Mike Keeping** will become district sales manager at Los Angeles. **Mike Murphy** moves to Seattle as special assistant for community affairs. **Rich Kerley**, one of those recalled, becomes district sales manager at Santa Ana, replacing **Jim Car-**

**mean**, who resigned.

**Jim Garvin** gives up his position as district sales manager at Spokane to become manager of interline sales in San Francisco. **Mike Conroy**, recalled from furlough, takes **Garvin's** place at Spokane.

**John Chan** and **Jim Wilson**, both recalled from furlough, become sales representatives in San Francisco and Los Angeles, respectively.

**Perry Jackson**, until now in the dual role of manager of interline sales and military sales, will continue to be manager of military sales with **Garvin's** selection as interline manager.

## April Service Pin Awards

### TWENTY YEARS

#### Seattle

R. D. Cox and W. F. Pecora, captains.

#### Phoenix

L. F. Reinig, C. M. Johnson, J. F. Mara, A. F. Shira Jr., captains; A. L. Waterman, mechanic, J. N. Spendlove, regional reservations manager.

#### Las Vegas

A. R. Peterson and R. D. Ellis, captains.

#### San Francisco

R. L. Furrer, check captain; V. Varcoe, dispatcher; D. C. Groscup and R. W. Zurcher, captains.

#### Portland

F. J. Herbst, Mechanic.

### TEN YEARS

#### Phoenix

N. J. Gibbins, secretary.

#### Los Angeles

G. S. Tawata, mechanic.

#### San Francisco

J. E. Geddis, reserve dispatcher.

### FIVE YEARS

#### Seattle

J. W. Johnston, assistant secretary; B. Overton, hostess.

#### Phoenix

R. D. Tarr, R. G. Gray and L. R. Clapham, mechanics; W. C. Wingers, R. J. Kennedy and J. Wing, agents.

#### Portland

R. W. Miller, mechanic; C. J. Leh-

feldt, hostess.

#### Burbank

A. M. Grillo, chief agent.

#### Santa Ana

L. A. Horton, agent.

#### Yakima

R. L. Wilhelm, agent.

#### San Francisco

C. A. Domingo, res agent; J. L. Greenbaum, manager agency and tours.

#### Las Vegas

R. J. Welsh, agent; D. N. Walters, captain.

#### Reno

H. D. Davidson, agent.

#### Grand Canyon

R. D. Ketring, agent.

# Ad Campaign Begins 90 % Exposure Set

A four-week, \$350,000 saturation advertising campaign, emphasizing the change in Air West, has started.

The theme of the campaign is "Change is in the Air," and will use radio, television, newspapers, outdoor and magazines to tell the public that Air West has indeed changed. It is expected that 90 per cent of the people living in the Air West marketing area will be exposed to the ads. Changing the public's impression of Air West will be the primary objective of the campaign.

Foote, Cone & Belding, of Los Angeles, is the ad agency conducting the campaign. In its presentation to Air West, the agency said it had three objectives. They included making the public immediately aware of the Hughes Air Corp. purchase of the airline, creating an image and expectation of change at Air West, and increasing passenger volume directly by advertising and promoting Air West's competitive advantages.

Since there is an obvious stumbling block in trying to immediately change the public's image of Air West, FC&B decided on a two-phase plan for creating a "new Air West" in the eyes of the public. The first phase will be the introductory four-week saturation effort to capitalize on the ownership change and the second phase will stretch out over the remaining seven months of the year and concentrate on the transition of the airline.

On the first day of the campaign, April 28, full-page ads were placed in the major newspapers in all Air West cities, most of which were in two colors. Radio and television ads began the same day. Television ads feature Air West employes at work as well as motion picture footage of Air West DC-9s in flight.

Some of the ads will feature destination emphasis, concentrating on cities where the best market potential exists.

While the campaign emphasizes change, it is careful not to overpromise. It was felt that promising that which may have to be changed later would do much more harm than good.

## AIR WEST 70news

Published for employes and families of Air West by the Public Relations Department International Airport San Francisco, Ca. 94128 Ken Jensen, editor

### Air West Hosts ATA

Air West hosted the meeting of the Air Transport Association's maintenance and engineers committee, held at Phoenix recently.

Bob Jorgensen, staff vice president of maintenance for Air West, said it was the



Bob Jorgensen

first time a regional carrier has hosted the meeting.

The group meets at regular intervals to develop new maintenance and operating policies for use by the airlines in general and for approval by the Federal Aviation Administration. Representatives of American, United, Eastern, National, Delta, Flying Tiger, Trans World and Allegheny attended the meeting.

### Interline Bargains

KLM announces its summer travel program for interliners. Between June 1 and September 15, 75 per cent reduced rate, space available travel is in effect between the United States and Europe. Between November and March, 75 per cent reduced rates are available in the Caribbean area. Fifty per cent positive space travel is available all year in either class service in most other areas.

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Varig's Amigo fare between the U.S. and Japan and between the U.S. and South America is once again available. Fare is \$99 for positive space.

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The Landmark Hotel in Las Vegas is offering a \$9 single and \$11 double for airline employes. The Stardust, also Las Vegas, is offering a \$10 single or \$6 per person in double or twin occupancy, effective all year on a guaranteed basis. Write on company letterhead requesting room to Michael Adams, Jr., Stardust Hotel, Las Vegas, 89209.

■■■■■

TWA interline officials are requesting assistance from Air West employes traveling on either the 747 or perimeter fares. Travel on the 747 will be coach class only. Upgrading to first class is possible in some cases after departure, if load permits. TWA also requests that when traveling first class on the 747, that limited use be made of the upstairs lounge. When traveling on positive space perimeter fares, please make reservations in advance and keep them firm, and whenever possible, have tickets in hand before arrival at airports.

### Beauty Contest

Two Air West hostesses were runners-up in the Las Vegas Interline Club Beauty Contest.

Roberta Bodkin and Lynn Donaldson were selected as first and second attendants, respectively, to contest winner, Laraine Jordan, of United Air Lines.