

# AIR WEST 70 news

Vol. 2 No. 9

June 9, 1970

## F27s to Get Facelift

Air West's F-27 aircraft are about to get a face lift.

The face lift involves a complete re-doing of the aircraft interior. The inside walls of the aircraft are going to be painted off-white with dark blue lower side walls.

Seat covers will be replaced with a green cover similar to the DC-9 seats. The F-27 seat covers will have the addition of a faint blue print over the green background.

Under the seats will be a blue vinyl rug and in the aisles will be blue carpeting the same as is found on DC-9 aircraft.

Over each window will be new off-white curtains and the bulkheads will be covered with teakwood veneer, the same as on the DC-9.

**Bob Jorgensen**, staff vice president of maintenance, said the Phoenix maintenance base would be able to complete two F-27s per week and that the work would begin immediately.

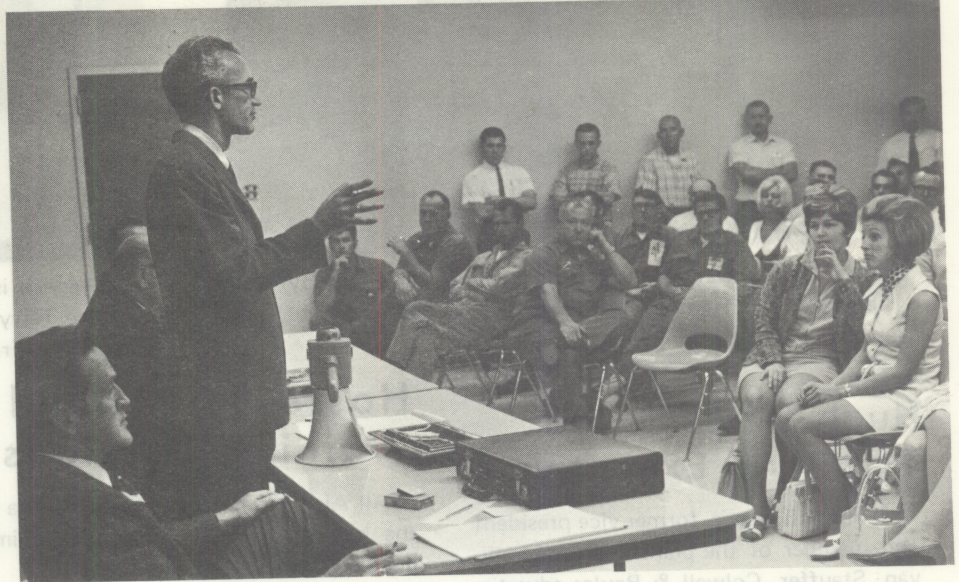
## Arthur Brennan Appointed VP

**Arthur A. Brennan**, of Boston, Mass., has been appointed staff vice president-industrial relations for Air West, **Irving T. Tague**, acting general manager, announced.

**Brennan**, 47, held a similar position at Northeast Airlines since 1968. He joined Northeast in 1953 and specialized in personnel and industrial relations before being promoted to a vice president. He also was a union relations specialist for General Electric's Lamp Division in Cleveland for two years.

**Tague** said that **Brennan** will supervise all Air West activities in personnel and industrial relations.

(Continued on Page 2)



**PLAIN TALK AT PHOENIX** — Irving Tague answers question posed by employee. Larry Decker, VP marketing, Ed Altman, VP operations, and Bob Jorgensen, staff VP maintenance, were there to assist. Phoenix session was first of a series of such talks.

## Air West Top Execs Visit System, Answer Questions

More than 40 cities within the Air West system were visited by top executive officers during the past four weeks for face-to-face meetings with hundreds of employees.

The sessions were the first of its kind in Air West history and were designed to improve management-employee relations and communications.

Employees were urged to ask questions — on any subject dealing with Air West. At first there was reluctance. As soon as

## Security to Tighten

The chances of your car being stolen these days is very good, especially if you cooperate with the potential thief.

Air West, however, is doing something to help those who refuse to help themselves.

Recently, security guard post was established at the Phoenix maintenance base. An installation of the same type will be established at San Francisco in the near future. Only employees or valid visitors will be allowed in the Air West parking area.

**Bob Bauter**, director of internal security, said to further discourage car thieves, a fence will be built around the San Fran-

(Continued on Page 3)

### READERS' FORUM RULES

Got a question about Air West policy? Send it to the Editor, Air West News, San Francisco General Office, for the answer. All questions must be signed. Questions may be on any subject connected with Air West.

the "ice" was broken, the questions developed quickly.

"Communication works both ways," **Irving T. Tague**, acting general manager, said. "Both sides learned a great deal."

(Continued on Page 8)



Part of hostess training is proper grooming. Carol Nicolay, Ruth Rietveld, Fran Hamlin and Terry Dalton, left to right, take lessons in how it's done.



Food service is getting better, as Russ Fields explains. Left to right are Terry Dalton, Pat Zekas, Fields, Ruth Rietveld, Carol Nicolay and Fran Hamlin.

## Hugh Davis to be FC&B AD Executive

J. Hugh E. Davis, former vice president and member of the plans board of Sullivan, Stauffer, Colwell & Bayles advertising agency in New York City, has been appointed special consultant to the Air West ad account at Foote, Cone & Belding.

Davis was with SSC&B, one of the largest agencies in the country, for nearly eight years and was the management supervisor for Northeast Airlines.

He joined Foote, Cone & Belding in Chicago in 1944 and left nine years later as executive vice president to form his own television production firm in partnership with Bob Hope. From 1956 to 1961, he was the general manager of Puck-The Comic Weekly, in New York.

## Brennan — VP

Prior to joining G.E., Brennan worked for Northeast from 1946 to 1956 starting as a reservation agent and later moving to sales.

Brennan received a master degree in sociology from Boston College in 1951 and is also a graduate of the Labor Relations Institute at Northeastern University.

He is a member of the board of directors of the American Society of Personnel Administrators and a member of the Boston College Alumni Association.

## Hostesses Attend Standardization Training Sessions During June

All Air West hostesses will attend a refresher training seminar during June as part of the hostess department's effort to improve service to customers and to standardize hostess job procedures.

Larry Curns, director of customer services, said hostesses would attend the "change in the air seminar" to "insure standardized professional service on all flights."

## Manager Program Being Planned

Air West will initiate its first management training program within a few months with the purpose of not only developing better managers but also of spotting potential management material among Air West employes.

C. A. "Mac" Myhre, staff vice president of corporate services, said a management training program is being developed "out of the best parts" of those programs already in use by other companies.

Said Myhre, "We looked at a great number of training programs. We have laid down the basics of what we want and are in the final process of developing the program.

"Not only will we be able to make the people we have better managers, we should be able to spot a great number of potential managers from among non-management employes. This will create a very good supply of candidates for promotion without having to go outside the company," Myhre said.

Curns said Fran Hamlin, supervisor of hostesses at San Francisco, will act as coordinator of the program. Assisting her will be hostesses Carol Nicolay, Seattle; Ruth Rietveld, Phoenix; Terry Dalton, Las Vegas; and Pat Zekas, San Francisco.

Carol, Ruth, Terry and Pat will act as instructors for the seminars and will spend the month at hostess domiciles, other than their own, presenting the standardization program. The actual program consists of slides, tape recordings and demonstrations on the hostess performance.

Along with Fran the four instructors spent May in meetings and on scheduled flights around the system observing points to be discussed in the seminar.

## 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

## Terminals, Airport Open in Mexico

La Paz has a new airport and Puerto Vallarta has a new terminal building.

The La Paz Airport, complete with 8,200-foot runway, terminal building and customs clearance facilities, opened May 18.

The Puerto Vallarta terminal building also opened in May, giving a much-needed boost to counter space, luggage handling capacity and overall passenger convenience.

The new airport and terminal facility at Mazatlan has been in operation just over a year. Thus, Air West now serves the three newest terminals and airports in Mexico.

## Security Tightens

cisco Airport General Office parking lot. "There will be only one way to drive into the lot," he said. "This will help the guard keep tighter control over the parked cars and will also help him keep unauthorized personnel outside the lot."

**Bauter**, said three cars were stolen from employes' lot at San Francisco in 1969. At Phoenix, 12 cars were stolen from the employes' lot last year.

He said of the majority of cars stolen in the Bay Area (more than 31,000 last year), 80 per cent were unlocked and 40 per cent still had the keys in the ignition. One Air West employe had her car stolen at Phoenix when she left it parked at the general office curb with the engine running while she made a quick trip into the credit union.

Guards are now on duty around the clock at both Phoenix and San Francisco and will continue to be so after the fences are completed.

**Bauter** said, "It takes a car thief only 20 seconds to get your car running, even by hot wiring, once he gets inside it. Even locked steering wheels and locked ignitions are not theft proof. It just takes a little longer. The easiest way to prevent car theft is to prevent the thief from getting inside of it."

He said all cars parked in Air West employe lots, except valid visitors, are required to have bumper stickers or they will be towed away.

## Cargo Sets All-time Record Helped by Sales, Truck Strike

Operation "air freight phone power" has paid off.

April was a record month for ton miles, pounds boarded and most important of all, revenue generated in air freight for Air West.

Earlier this year, Air West air freight sales agents began calling selected air freight accounts trying to promote this company's freight hauling capabilities.

## Carriers Seek Higher Subsidy

The U.S. Senate aviation subcommittee heard a strong plea for increased subsidy by the Civil Aeronautics Board and the Association of Local Transport Airlines.

At a Washington, D.C., subcommittee hearing May 27 on adequacy of air service to small communities, CAB Chairman Secor D. Browne said that much of the increasing pressure to curtail service to smaller outlying communities is based on economics rather than a conclusion that these communities should not receive air service.

"There is one underlying fact which must be recognized by all parties involved: uneconomic air service is uneconomic air service," Browne said. "Somebody has to pay for it."

Browne told the subcommittee that the downward adjustments in subsidy in recent years have little relationship to the needs of the carriers.

Testifying for ALTA, E. Paul Burke said that "unless prompt action is taken to recognize the economic and financial needs of these carriers for increased subsidy, there is grave danger that most of the local carriers will be forced to abandon a substantial part of their short-haul, low-density service."

Burke, Frontier Airlines president, said that the locals estimated the subsidy need to twice that of present levels of payments.

Burke pointed out that losses for 1967-69 by the locals exceeded \$87 million. During the first quarter of 1970, the locals lost \$15 million. He projected the 1970 operating loss at \$44.3 for the locals if the subsidy level remains the same and improvement percentage continues throughout the year. (From 1965 to 1969, subsidy payments were reduced from \$64.7 million to \$36 million)

Seventeen stations boarded more air freight in April than ever before. Los Angeles, which boarded almost 479,000 pounds, topped its previous high month by nearly 100,000 pounds.

San Francisco was the second leading station with a total of 255,490 pounds. Phoenix was third with 203,266; Portland, 125,780; Seattle, 110,495; Salt Lake City, 98,109; Spokane, 63,600; Las Vegas, 60,312; Twin Falls, 59,761; and Santa Ana, 56,062.

Nine of the top 10 stations showed sharp percentage increases in April over the same month a year earlier. Santa Ana jumped 229 per cent. Twin Falls was up 82 per cent.

**Terry Grimm**, director of cargo, said it was a combination of Air West Sales efforts and the Teamsters Union strike which led to the increase. He said, "Now that we have shown shippers we are capable of handling their freight, I am sure we will keep many of them as clients."

Los Angeles, strongly affected by the strike, had days when more than 25,000 pounds were boarded. The station averaged over 16,000 pounds of air freight per day for the month.

Systemwide, 2,481,834 pounds of air freight were boarded in April.

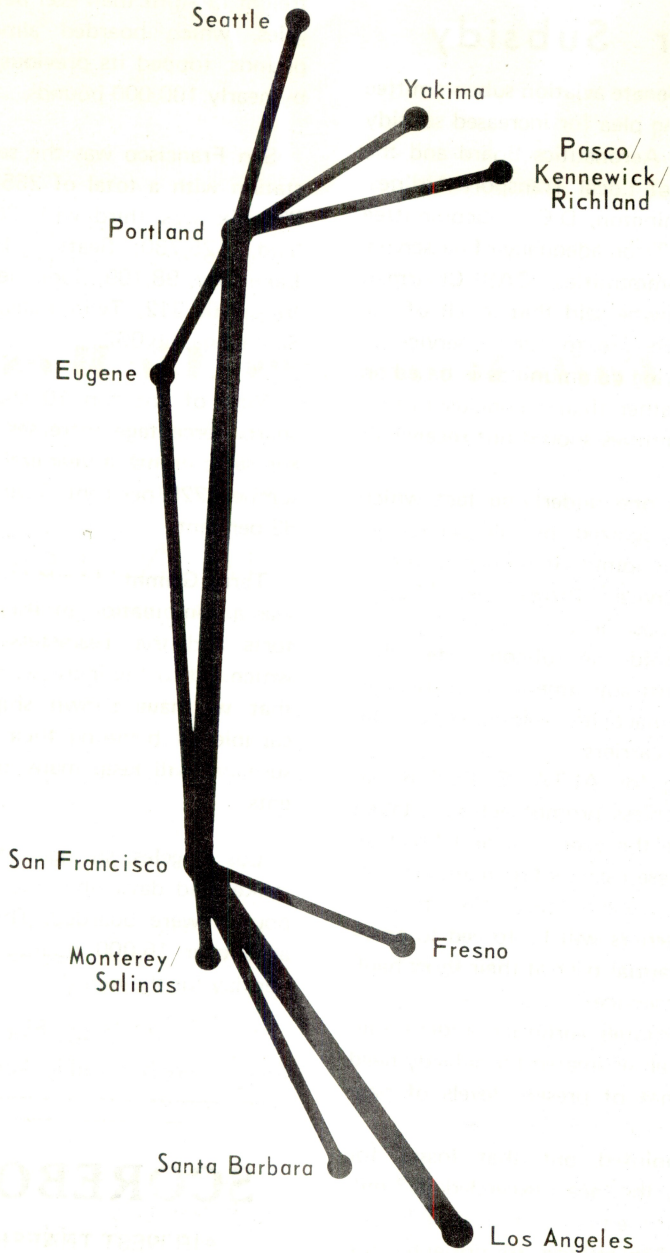
## SCOREBOARD

### AIR WEST TRAFFIC—MAY

	May '70	May '69	% change
PAX	237,121	225,814	+5.98%
RPM	70.8 mil.	60.4 mil.	+3%
Load Factor	41.4%	34.6%	
On-Time	89.5%	88.2%	

# CAB Awards Portland, San Francisco, Los Angeles Authority to Air West

The recent decision in the Pacific Northwest-California Case will allow Air West to bring improved service to the medium-sized cities of central and southern California, central Oregon and central and eastern Washington.



The heavy black line on the map indicates the route awarded Air West by the CAB. The thin black lines indicate other possible destinations. Final schedules will be announced later.

Under the Civil Aeronautics Board decision, Air West has been authorized to fly non-stop between San Francisco and Portland and between San Francisco and Los Angeles.

Restrictions to the award include these: all flights between Portland and San Francisco must continue south to another point on Air West's system, not necessarily Los Angeles; all flights originating at Los Angeles and serving San Francisco must also serve Portland; all flights between the three points will be through Los Angeles and San Francisco International Airports only, eliminating the possibility of serving satellite airports.

Terry Ashton, director of market development, said marketing priorities have been established to provide improved service from central and eastern Washington to the Bay Area, meaning one less stop enroute in most cases.

Improved service from central Oregon cities, such as Eugene, to Southern California and to Seattle are also planned as is improved service from central California cities, such as Fresno, to the Pacific Northwest.

Ashton said existing frequency service to points in between San Francisco and Portland and between San Francisco and Los Angeles will remain the same or be upgraded.

All the new routes will be flown with DC-9 equipment.

Initially, Air West will not be a major competitor in the high density San Francisco-Los Angeles commuter market, but fares on non-stop flights will be competitive to those offered by PSA, United and Western in the same market.

In the same route award, Continental was given satellite authority at Los Angeles and San Francisco with non-stop authority between Southern California satellites and Bay Area satellites and between the Bay Area and the Pacific Northwest. Western was awarded San Diego to Seattle non-stop authority in same case.

## Ground Equipment Deliveries Begin

The first deliveries of more than \$114,000 worth of station ground equipment has begun under a program which will greatly improve Air West's baggage and freight handling capability, according to **Ed Altman**, Vice President of Operations.

Stations director **Kip Wharton** said the equipment, which includes baggage cart tugs, cargo trailers, belt loaders, work lifters, tow trucks and a catering van, will be disbursed throughout the system to replace worn-out equipment and as an addition to existing equipment.

**Wharton** also said there would be a general repositioning of existing equipment around the system to correct some deficiencies.

A general reorganization of the stations department was also announced by **Altman**. Under the new plan, all regional managers of stations will be based at San Francisco.

## Ad Campaign in Second Phase

The second phase of Air West's advertising campaign is now under way.

Following the initial \$350,000 introductory campaign, Air West will spend just over \$800,000 for the remaining seven months of the year with the primary emphasis on destinations.

**Larry Decker**, vice president of marketing, said advertising dollars will be spent in markets which were "capable of generating the quickest and most generous return" to the company. Almost every city on the Air West system will receive some advertising, he said.

Foote, Cone & Belding, the agency which conducted the introductory campaign, will handle the advertising.

The campaign is designed to meet the long-term goal of building a highly profitable airline, and the short term goal of building up load factors and increasing operating efficiency.

Ads will be placed in newspapers, television, radio, Sunday newspaper supplements, trade publications, billboards, and Life and Look magazines.



First Air West jet ticket at Twin falls went to Mrs. O. A. Kelker. Rusty Rostad, regional sales manager, left, Mrs. Kelker, Idaho Sec. of State Pete Cenarrusa and Lt. Gov. Jack Murphy, were on hand for the occasion.

## Twin Falls Welcomes Air West Jets

More than 1,000 persons welcomed the first Air West jet at the Twin Falls City-County Airport May 21, an event that marked the joining of Idaho's three largest cities—Twin Falls, Boise, Lewiston—with its first jet air service.

The beginning of jet service to Twin Falls, delayed several times by weather which prevented completion of the runway lengthening, turned out to be a pretty grand affair. Air West replaced two F-27 flights with two DC-9 flights. On the first day of service, each of the two jets carried better than a 50 percent load.

**Joe Buskirk**, who was the captain on the first jet flight, was also the captain on the first F-27 flight into Twin Falls in 1959.

**Dick Neal**, director of sales, **Terry Grimm**, director of cargo, **Rusty Rostad**, regional sales manager, and **Don Cooper**, Idaho district sales manager, represented the company at the inauguration. They were accompanied on the first flight from Twin Falls to Boise by Magic Valley newsmen and civic and political leaders, including Twin Falls Mayor Frank Feldman.

At Boise, more than 30 city and state officials, headed by Idaho Lt. Gov. Jack Murphy, Sec. of State Pete Cenarrusa and Boise City Council President Sherm Perry, met the Air West flight to commemorate the start of jet service to Magic Valley.

## ATA Names Two

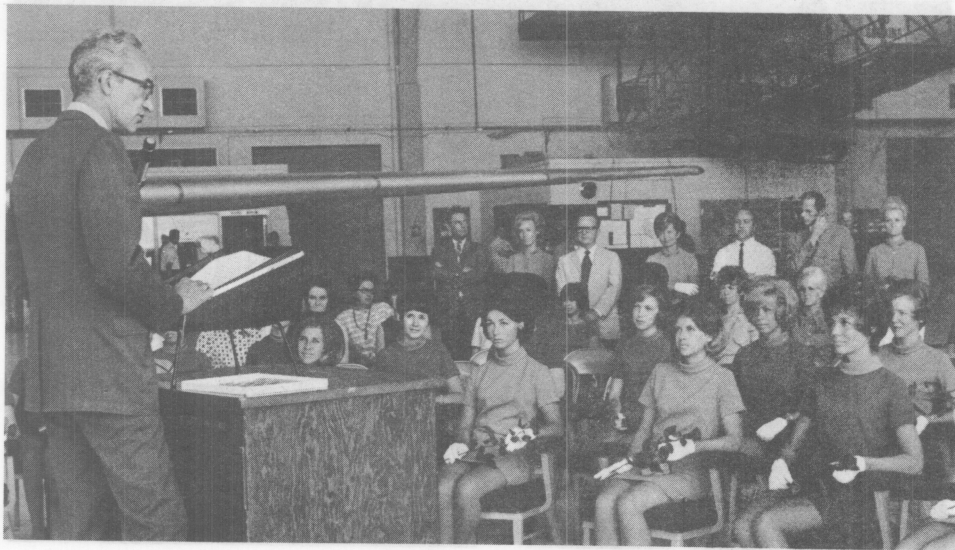
Two Air West employees have been named to Air Transport Association committees.

**John Huffman**, director of purchasing, was named to the ATA's supply committee as the representative of regional airlines. This committee recommends airline policies to the ATA board of directors for subsequent adoption by the airline industry.

**Ken Melie**, manager of insurance and taxes for Air West, was named vice chairman of the ATA's insurance committee which is responsible for promoting adequate insurance capacity in the airline industry.

**Cooper** arranged for the Boise officials to "throw a little party" for their downstate neighbors to congratulate Twin Falls on its entry into the jet age and Air West for making it possible.

Twin Falls merchants bought a full page color ad in the Twin Falls Times-News, saluting Air West on the inauguration of jet service.



## Tague Emphasizes Service, Pride to Hostess Graduates

Air West graduation ceremonies for 42 hostesses, the first under Hughes Air Corp. and the first in nearly five months, were held at the Air West Training Center in Phoenix.

The first class was addressed by **Irving T. Tague**, acting general manager, on May 15, which marked the 40th anniversary of the airline stewardess program.

He told the new hostesses (25) that successful airline operations depended on professional service by those people who come in contact with the traveling public.

"As Air West hostesses, you will be the front line of this important service," he said. "Whether it be under normal or emergency conditions, your attitude,

ability, energy and loyalty will be a major deciding factor as to whether or not the people we serve will return."

A second class of 18 hostesses graduated May 28. Landon Jarett, of Jarett Travel Service, Scottsdale, Ariz., addressed the class.

By next month, 147 new hostesses are scheduled to be added to the Air West system. The influx will allow placement of a third girl on all DC-9-30 flights.

## New Rules Save Money in Maintenance

Air West's involvement in ROPAR, The acronym for Regional Operators' Program for Airframe Reliability, is paying off in big dollar amounts.

ROPAR, with Air West playing a key part in the developmental process, recently gained FAA approval for two important time extensions on required DC-9 maintenance.

**Bob Jorgensen**, staff vice president of maintenance and ROPAR coordinator, said the two programs could amount to savings of as much as \$3,000 per airplane per program.

The first extension is on the completion time of the "D" structural check. The time has been extended to 10,500 hours from 8,750. In a "D" check, the entire structure of the airplane is inspected visually and by x-ray. Needed repairs are made at the time of the inspection.

If an aircraft is checked in one operation, it would take two weeks. To prevent excessive down time, a system was developed by Air West whereby the inspection is done piecemeal until the entire airplane has been completed within the required

## Interline Bargains

Wien Consolidated is offering a variety of interline tours to Alaska ranging from ½ day to three days and ranging in price from \$5.00 to \$31.00 between June 15 and August 15. Contact Air West pass bureau.

Hilton Rent A Car will give airline employees an \$8 per day rate with the first 50 miles free on car rentals at Maui and Oahu, Hawaii, San Francisco, San Diego, Los Angeles, Oakland, New Orleans and Atlanta. Present Air West I.D. card for the discount.

British West Indian Airways has introduced a \$25 round trip interline discount fare to any one of 25 Caribbean points served by BWIA or Leeward Island Air Transport. Gateway cities are New York, Miami or Toronto. A special \$10 fare is also available from Miami to Jamaica or Grand Cayman. Contact Air West pass bureau.

Hilton Hotels is offering a \$12 per day per person rate on a twin or \$14 per day for a single at seven of its Caribbean Island hotels. Price includes two meals per day but does not include 10 per cent service charge or tax. Call nearest Hilton Hotel reservation office.

time interval. The dollar saving from this extension comes from the fact the airplane has less required down time and because less labor costs are incurred.

The second time extension is the interval between required overhaul of the DC-9 landing gear. Under the extension, landing gear will be removed from the aircraft for overhaul every 12,500 hours instead of the previous 10,000 hours.

**Jorgensen** said both extensions were possible because of excellent maintenance programs developed to preserve the aircraft and because of a high degree of reliability built into the plane itself.



Malloy



Grey



Nick



Schramm



Arnold

## TEN PROMOTED TO OPERATION, MARKETING POSITIONS

### **Air West Makes 3 CAB Requests**

In two separate actions, Air West requested authorization from the Civil Aeronautics Board to offer alternate air service to two Arizona cities and to suspend service to one California city.

Air West said the cost of operations compared with generated revenue at Prescott and Kingman, Ariz., prevents profitable operation. The petition said Apache Airlines would provide substitute air service, likely with greater frequency than could be provided by Air West. It stated that the two cities generate only three passengers per flight, resulting in a net deficit of \$363,000 on service to the communities. Subsidy would have to be more than doubled just to break even, it added.

Declining passenger loads at Long Beach also prevented further operations without considerable economic loss.

In another proceeding, Air West told the CAB that it would not object to temporary lifting of a local passenger restriction now placed on American Airlines at Palm Springs, Calif.

Under the restriction, American cannot carry local passengers between Los Angeles and Palm Springs, and between Phoenix and Palm Springs.

Air West said it would not protest lifting the restriction until July 1, 1970, when increased frequency by Air West would be possible. The city of Palm Springs had objected to seasonal cuts in service made by Western Airlines.

Ten persons have been given new positions within Air West's marketing and operation departments. All but one is currently an Air West employe.

**John Malloy**, formerly regional manager of stations at San Francisco, becomes assistant to **Larry Decker**, vice president of marketing. **Malloy** has been with Air West for 11 years in various stations and marketing positions.

**Hal Wallis** becomes manager of special projects in the operations department. He is a 24-year veteran with Air West and has served in several operations and marketing jobs.

### **Obituaries**

**Robert Rempel**, 29, an Air West Pilot on furlough, was killed May 26, when a light plane in which he was a passenger, crashed and burned in northern Washington.

Rempel started flying for Air West in Jan. 1968.

**Sever Bianchi**, an Air West employe since 1948, died June 2 of a heart attack at Los Angeles. He was 49.

Bianchi had served as station manager at Santa Maria, San Luis Obispo and Vallejo and more recently as JAMTO manager at Vandenberg AFB. At the time of his death, he was chief agent at Los Angeles.

**Carl Jensen**, former director of engineering, West Coast Airlines, died June 2 in the Swedish Hospital, Seattle, following an illness. Carl worked for West Coast for 10 years up to the time of the merger. At the time of his death, he was 34 years old and employed by Boeing Company.

**Bill Schramm** becomes district sales manager at Reno, replacing **Joe Smith** who was earlier named regional sales manager at San Francisco. **Schramm** comes to Air West from Kansas State Travel Agency at Manhattan, Kansas. Before that, he was in the sales department of Bonanza Air Lines prior to the merger.

**Ramon Grey**, formerly assistant station manager at Seattle, becomes regional reservations manager at San Francisco replacing **Don Ohler**, who was earlier named assistant director of reservations. **Grey** has been with Air West since 1967.

**Ed Riederich** becomes manager of reservations at San Francisco, replacing **Ray Giddings** who resigned. He has been with Air West since 1962.

**Gerry Arnold** moves to Portland as district sales representative. He has been in stations and sales positions with Air West since 1965.

**Jim Carmean**, who resigned earlier this year, returns to Air West as district sales representative at Los Angeles.

**Rob Priest**, formerly customer service agent at Monterey, becomes district sales representative at Las Vegas.

**Nickie Nick**, formerly manager at Sacramento, has been named regional manager of stations, replacing **John Malloy**, who was named assistant to marketing vice president **Larry Decker**. **Nick** has been with Air West since 1951. He has been manager at Sacramento for 12 years.

**Luis Corral** has been named station operations manager at Puerto Vallarta, replacing **Salvador Ramos** who resigned. **Corral** has been chief agent at Puerto Vallarta and Mazatlan. He was chief agent and acting manager at Puerto Vallarta when the station opened.



Many questions were asked at Phoenix. Decker, Tague, Altman and Jorgensen, left to right, answered all of them.

## Executives Visit System

Tague said he was impressed with the quality of questions, the interest in the company, and the willingness to be of help.

The types of questions raised by employees were varied, but a general pattern was developed at each of the stations.

Subjects included employe benefits, passes, training programs, route cases, cargo, uniforms, suspension of service, domiciles, F-27 upgrading, unused aircraft, advertising, morale, scheduling, charter flights, and many others.

Many questions were asked which were answered in previous Air West 70 News issues such as name change and location of Air West headquarters.

"Action will be taken on many sub-

jects which were brought to our attention during these meetings," Tague said. "In the following issues of this publication, we will describe results."

The first series of meetings was held in Phoenix with Tague; Ed Altman, vice president-operations; and Larry Decker, vice president-marketing, fielding the questions.

Robert Thrall, vice president-finance, joined the group in some of the following meetings which were held in Los Angeles, Las Vegas, Seattle, Portland and San Francisco.

Later, each of the officers visited a series of other cities to meet employe groups. Altman went to Monterey, Paso Robles, Santa Maria, Oxnard, Santa Bar-

bara, Lancaster, Burbank, Ontario and Palm Springs.

Decker visited Yakima, Wenatchee, Ephrata, Pasco, Eugene, Corvallis, Redmond and Medford. Other cities included Twin Falls, Pocatello, Idaho Falls, Boise, Walla Walla, Lewiston, Pullman and Spokane. He was joined by Tague in Salt Lake City.

Thrall visited Santa Ana, San Diego, El Centro, Yuma, Prescott, Kingman, Grand Canyon, Cedar City, Redding, Chico, Reno and Sacramento.

The list of cities to be visited in the near future includes Eureka, Crescent City, North Bend, Klamath Falls, San Jose, Fresno and Calgary.

## Employees Named to Civic Posts

Four Air West employes were elected to posts in community and state public service groups.

Bud Moss, station operation manager at Lancaster, was elected first vice president of the Lancaster Chamber of Commerce.

Jerry Butler, Air West's representative at the Hill Air Force Base (Ogden, Utah) JAMTO Office, was elected internal vice president of the Utah State Jaycees.

Vern Chase, assistant director of sales, was elected county vice president of the Mission Country Visitors Association and treasurer to the board of directors of the Belmont and San Carlos YMCA.

## Safety Expert Gives Praise To Phoenix Hangar Facility

In a recent issue of Flight Safety Foundation Newsletter, Jerry Lederer, former director of the Flight Safety Foundation and now director of safety for NASA, paid the following praise to Air West:

"While representing NASA at Phoenix recently . . . I noticed the floor of the hangar was a brilliant white instead of the usual dirty grey. Having the hangar floor white presented a very attractive effect and induced the kind of care in walking

Jesse James, southern Nevada district sales manager, was elected president of the Las Vegas SKAL Club.

that one associates with a well-managed household. Everything looked surgically clean, and work stands as well as other ground hardware stood out in great contrast, hence prominently against the white background, all of which served to encourage their being kept clean. Pools of oil or spots of grease, etc. are quickly noticed and just as quickly cleaned up. In fact, the 'white' was so clean I felt as though I might enjoy a picnic lunch right in the middle of the hangar floor! Air West's hangar floor has 'featured' this white floor for years and still is like new and it isn't slippery when wet!"