

## Letter From The President

*J.F.A.*



J. Floyd Andrews

Here we go again. Another holiday traffic season begins with Thanksgiving on November 23. Ironically, holidays spell "work" rather than leisure for airline employees. This year it looks like more work than ever since record numbers are expected to be flying PSA.

Schools begin vacation and semester breaks in mid-December. Christmas and New Year's are on Monday, affording a three-day weekend for travelers. Add all these together and the total should guarantee the busiest holiday season in PSA's 18-year history.

Passenger totals for the first nine months of this year were near the 2½ million mark, which leaves us a million to carry in the last quarter to meet our goal.

PSA is famous for friendly service and courteous treatment of passengers. Let's make a special effort to assure this is true even when gate rooms are full and travelers are anxious. The best medicine is plenty of TLC. Once the person has reached his seat on board, he undoubtedly will need a second dose. Let's give it.

Our competitors offer similar fares and equipment. Frequent, dependable flights on the "world's friendliest airline" is PSA's main sales tool.

Put a smile on your profit sharing check this year and let's sell another million tickets to satisfied customers.

## PSA Announces Quarterly Figures

Pacific Southwest Airline's passenger totals for the third quarter, ended Sept. 30, 1967, show increases over the comparable quarter last year, announced PSA President J. Floyd Andrews.

PSA carried 942,236 passengers during July, August, September this year compared to 874,507 for the same period last year.

"We are especially pleased with these totals because they hold special significance. PSA was competing this quarter with records set last year when an airline strike affected one of our principal competitors for 24 days in July and 19 days in August," said Andrews.

Passenger totals for the first nine months of 1967 were 2,462,590 compared to 1,999,997 in 1966.

"Our goal for the year is 3.2 million passengers. With the heavy traffic holiday period ahead of us, I feel certain that we can meet this figure," said Andrews.

If PSA reaches this mark, the airline will practically double the number of passengers it carried two years ago.



FRANCIS CARDINAL SPELLMAN arrived on a PSA flight in San Diego to accept the Distinguished Service Award of the Military Order of the World Wars. Escorting him are PSA stewardesses Sharon Goerlitz, Patti Cloyd and Rosalind Owen.

## Francis Cardinal Spellman Flies PSA to Accept Award

Francis Cardinal Spellman, the Catholic church's military vicar to the armed services for the past 30 years, flew from Los Angeles to San Diego recently on PSA to accept the annual Military Order of the World Wars (MOWW) at the U.S. Grant Hotel.

The MOWW is an organization whose members are retired active and reserve officers from all the armed services. Annually they present an award to the American they feel has made "an outstanding contribution to the national defense". The 78-year-old Cardinal has made

Christmas trips to U.S. bases for the last 16 years.

## Official Airport Change

Ontario International Airport officially became part of the Los Angeles Department of Airports system on November 1.

The event was marked on Oct. 30 when ceremonies took place at Ontario with officials of both cities participating.

Mayor Sam Yorty presented Ontario Mayor Howard Snider the signed contracts for Ontario, and the merger was official.

## PSA Flight Dept. Reorganized; Bogle Named Director of Flight

Flight Department reorganization and subsequent personnel changes were announced recently by PSA President J. Floyd Andrews.

Mike Bogle has been promoted from Chief Pilot to Director of Flight. Until now Executive Vice President William R. Shimp has handled this responsibility in addition to his duties as Executive Vice President.

"This organizational change was made in order to allow Shimp to devote his full efforts to his growing responsibilities as Executive Vice President," said Andrews.

Other changes include the promotion of Bill Ray to Bogle's position of Chief Pilot. Ray was formerly in charge of the flight training department.

Assisting Ray will be Don Dolan as Assistant Chief Pilot for Operations and Ray Keough as Assistant Chief Pilot for Flight Training.

Bogle has been a San Diegan since 1947 and is well known locally as a Starlight Opera bari-

tone. He attended high school and college at Gonzaga in Spokane, Wash. following which he was a World War II Naval Aviator from 1941 to 1950. He joined PSA as a pilot in 1951.



MOVING DAY finds chief stewardess Mikell Renfro at a temporary desk devised by her co-workers. Remodeled flight department offices near completion.

## PSA Reservationist Is Another "Annie Oakley"; Begins Around World Skeet, Trap Shooting Tour

Pretty PSA reservationist Gina Steinmann, has recently returned from the Bahama Islands where she and her team won a trip around the world, competing in the regional Winchester Claybird Tournament for skeet and trap shooting.

Gina, the only female member of her five-man team, explains her team participated with four other teams from the U.S. and Canada for the grand prize trip around the world.

The 5 ft. 6 in., green eyed brunette competed with her teammates in both the skeet and trap shooting. Both involve hitting a saucer-shaped clay "bird" about four inches in diameter.

"In skeet, which I normally practice," explains Gina, "the target always flies on the same path, and the individual moves from station to station. While in trap, the target moves away from the marksman at an unknown angle."

While in the city of Freeport, Gina and the other contestants went on a beach "safari," were given gambling instructions at a casino and participated in other contests including "mod" dancing lessons.

A Remington 1100, 12-gauge shotgun was Gina's winning weapon. The Bahama competition was exactly the same as previous meets shooting 100 skeet followed by 100 trap.



PSA'S "ANNIE OAKLEY," reservationist Gina Steinmann, displays her Remington 1100, 12-gauge shotgun which she took on her trip to the Bahama Islands where her team won the Championship Skeet and Trap shooting contest.

**PSA**  
PACIFIC SOUTHWEST AIRLINES

# SKYLINES

SKYLINES is issued monthly by Pacific Southwest Airlines for its 1400 employees and the passengers aboard PSA's more than 700 flights a week between the California cities of San Diego, Los Angeles, Hollywood-Burbank, San Francisco, San Jose, Oakland, and Sacramento.

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Contributions-including letters to the Editor, news items, photos, and suggestions-should be sent to the above address by the first of each month.

## Employees Invited as Guests To S. F. Repertory Theatre

Employees of PSA are invited to be guests of the American Conservatory Theatre (A.C.T.), the nation's biggest and busiest theatre company, during its first San Francisco season which opened on Oct. 31.



**THIEVES' CARNIVAL**, Jean Anouilh's comedy about love and larceny, starring Patrick Tovatt and Charlene Polite will open soon at the San Francisco Geary Theater.

Complimentary seating is possible on a space available basis and half-price reserved seats can be purchased by presenting your PSA identification cards.

A.C.T. plans what may well be the most ambitious program in the history of American theatre under the direction of its dynamic General Director, 37-year-old William Ball.

The new season spans 40 weeks and includes a total of about 650 performances of 31 different productions. The company performs nightly (except Mondays) at two theatres simultaneously, the Geary and Marines' Memorial, both in downtown San Francisco.

Last spring, during its first "trial" Bay Area season, A.C.T. presented 22 weeks of repertory to a total audience of more than 221,000 at the two theatres. This season, the Conservatory's administrators estimate the au-

dience at twice that much.

As the nation's only double-theatre repertory company, A.C.T. offers a variety of productions with appeal to all kinds of theatregoers - from those who like the classics to those who prefer a good comedy from Broadway or London. Plays are presented in daily rotation at both theatres, so that more than a dozen different selections may be presented in a single week.

During November, December and January, A.C.T. playgoers will see Shakespeare's "Twelfth Night," Jerome Kilty's "Dear Liar," Edward Albee's "The Zoo Story," "The American Dream" and "Tiny Alice," William Gibson's "Two for the Seesaw," Dylan Thomas' "Under Milkwood," Eugene O'Neill's "Long Day's Journey Into Night," Samuel Beckett's "Endgame," Moliere's "Tartuffe," Brandon Thomas' "Charley's Aunt," Jean Anouilh's "Thieves' Carnival," Martin B. Duberman's "In White America," and Thornton Wilder's "Our Town."



**DEAR LIAR**, an A.C.T. production stars Jerome Kilty as George Bernard Shaw and Barbara Colby as his favorite actress. Kilty, who also wrote "Dear Liar", is directing the production.



**UNDER MILKWOOD** by Dylan Thomas will star Jay Doyle and Judith Mihalyi opening Nov. 21. Now the Bay Area's own resident professional company, A.C.T. will present 40 weeks of plays in repertory at the Geary and Marines' Memorial Theatres.



PSA SALES REPRESENTATIVE in Los Angeles, Rip Lane, right, explains to Charles G. Tilbury, Owner-Manager of the Beverly Hills Travel Bureau, how the new long-bodied Boeing 727 will hold extra passengers, as Lloyd Henderson, left, a new Sales Representative, looks on.



BEVERLY HILLS Travel Bureau's Barbara McCartney shows Lloyd Henderson how she helps future travelers book a PSA flight. The Travel Bureau, located in the Beverly Hills Hotel opened in 1940. Its owner, Charles Tilbury, is also the first Vice President of ASTA.

## PSA Sales "Blitzes" Help Produce Big Percentage of PSA Passengers

A sales force consisting of a general sales manager, 7 district managers, 15 sales representatives and two secretaries have produced an estimated 30-percent of PSA's total passenger traffic this year. Some of this was accomplished through "blitzes" which have helped push commercial account sales up 48 percent and credit card and travel agency sales up 30 percent.

"Blitzes" are a concentration of our entire sales force in a single area," explained general sales manager Dwane Wittmayer. "We are a small group compared to most airlines. Therefore, we have found that a joint effort produces the necessary sales intensity to develop a market," he said.

Recently, all sales personnel met in San Francisco to blitz the Bay Area.

Salesmen are paired as a team and canvas potential accounts for a three day period. "Some teams make as many as 30 to 50 visits in a single day. Multiply this by ten and the net results can be astounding," said Wittmayer.

Blitzes have produced over 30 new accounts which were set up with PSA ticket stock and given numerous PSA credit card applications for their personnel.

Following a blitz the district sales manager and his representatives call on the newly established accounts and develop additional business by revisiting other accounts which show potential.

To date, more than 1,000 commercial business and 800 travel agencies handle PSA ticket stock. These are all within the state of California since PSA is an intrastate air carrier and not allowed to solicit outside the state borders.

Salesmen calling on these accounts in their respective areas are: BURBANK, Dewayne Blankenship, Dave Dawson; LOS ANGELES, Pete Benson, Rip Lane, Harry Alspach, Ed Sparkman, Lloyd Henderson; OAKLAND, Jose Rivera, Harold Taft; ORANGE COUNTY, Gale Hoxworth, Jim Waselesky; SACRAMENTO, Jack Stoops, Mike Er-canbrock; SAN DIEGO, Gene McMurtrey, Dan Kelley; SAN FRANCISCO, Dennis Wittmayer, Larry Soffel, Paul Riede, Tom Ballard, Mike Gilley; SAN JOSE, Dave Stigall, Jerry Shaw.

Secretaries are Melony Comp-

ton, Los Angeles, and Francine Nielsen, San Francisco.

Besides the travel agencies and commercial accounts which they visit, salesmen also handle group

and convention travel which includes tours, athletic teams, etc.

PSA sales co-ordinates with the advertising and sales promotion functions.



PSA GENERAL SALES MANAGER Dwane Wittmayer, checks over forecast sales accounts for 1968. Dwane headquarters in San Diego, but spends two or three days a week working in other cities PSA serves.

## New Self-Ticketing System Added for Fast PSA Check-in

Self-ticketing is now possible for PSA credit card holders so that they no longer need to stop at the counter or call for an Instant Ticket before check-in.

PSA passengers who travel frequently enough were recently sent their own ticket stock and can proceed directly to the boarding lounge.

All the credit card holder has to do is make his reservation, giving the Instant Ticket card number and stating that he will use his own tickets.

Next he fills in his card number on the ticket and goes directly to the boarding lounge shortly prior to flight time.

The ticket stock is not valid unless the credit card number and passenger's signature appear in the appropriate blanks.

PSA's original Instant Ticket procedure was designed for the commuter who could call ahead and ask that his ticket be prepared for pick-up at the special counter.

This new self-ticketing procedure makes it even easier to fly PSA.

Honorary Flight Captains and credit card holders with an accreditable amount of miles are eligible for self-ticket stock.

For further information telephone PSA reservations or write PSA's accounting office, 3100 Goddard Way, San Diego 92101.



MRS. MANAGER - San Francisco station manager Fred Hall, has announced his Nov. 26 plans to marry Miss Jenny Sheridan.



**PSA STEWARDESSES** and Wendy Ward girls give a big wave to greeting San Diegans. Top to bottom, Rondi Erickson, Joanne Zimmerman, Delores St. Louis, Karen Bolander, Beverly Franson, Suzie Dodge and Rose Mercurio.

## Flying Fashion Visits Salk Inst.

A group of eight Wendy Ward district directors and "high ticket sellers" from their respective regions were recent visitors to San Diego.

Arriving on PSA flights, the girls visited the Salk Institute for Biological Studies for a familiarization tour to show the girls first hand the research they have helped support through proceeds from their spring fashion shows. The girls sold tickets to the shows to raise money for the Institute.

The Wendy Ward program is sponsored by Montgomery Ward to teach young women poise and fashion.

San Diego Salk Institute is engaged in a program of basic research biology.

## Ducks Unlimited Invite PSA Girls To Be Hostesses

Color television sets, a mink coat and sterling silver dinner service were among the 55 prizes recently raffled at the 37th annual "Ducks Unlimited" dinner for which PSA stewardesses and reservationists acted as hostesses.

The PSA girls arrive early each year for the dinner and are given ten complimentary raffle tickets for their own use. This year, reservationist Dotti Clang won a 16 gauge shotgun. She reportedly was besieged with admirers who offered to trade everything from silver to golf clubs. Dotti also was good-humoredly given countless hunting trip suggestions.

San Diego's Hotel Del Coronado was the scene for the annual "Ducks Unlimited" fund raising event. They join with chapters all over the United States which send money for flood control programs, water diversion areas and dams in the Canadian duck breeding grounds.

Each year, rain and flood problems in the ponds kill a large number of ducks. This limits hunting in the United States since the majority of ducks breed in Canada and migrate south.

## San Diego Interline Club Trips Attract Big Crowds

San Diego airline employees' Interline Club which was organized last February is showing a marked increase in attendance and scheduled activities.

"I think the real secrets of success for this club are the door prizes which include international air trips," said Edith Hitchcock, PSA reservationist who supervised formulation of the club and is one of the original interline board members.

Every other month airline employees from all carriers get together for fun and to exchange gossip about airline business. Each party is hosted by a different airline and exciting trips are donated by the hosting airline to be raffled as door prizes.

International flights ranging from Asia, Europe and South America are given away in addition to various favors and miscellaneous prizes.

Many extensive overseas trips will be coming up soon for parties planned by Japan Air Lines, Air Canada, Pan America, Alaska, Braniff, Olympic, Air India, Air New Zealand, Western, Air France and BOAC and each will sponsor a trip.

October's party was sponsored by Lufthansa Airlines in honor of the huge beer festival now taking place in Germany. The party was named "Oktoberfest" after the original celebration.

Grand door prizes given away at the "Oktoberfest" were a

round trip for two from San Francisco to Munich, Germany, and a round trip for two from New York to Lima, Peru.

Airline employees may bring as their guest non-airline personnel. However, it is understood that only airline employees are eligible for the door prizes.

No membership fee is charged for the Interline Club as a flat \$3 is charged for each person attending the party. Tickets may be bought in advance or purchased at the door.

"It's interesting," says Edith, "to get together with other airline employees and exchange shop-talk. Each party is larger, and naturally, the bigger the better," she affirmed with a smile.

Trips to Japan and Alaska are in store for the Interline parties in November and December.

## New 1000 - Car Parking Lot Planned for L. A. Airport

Steps to alleviate the parking problem at the Los Angeles International Airport were taken by the Board of Airport Commissioners when it gave the go-ahead for a 1,000-car capacity parking lot adjacent to the newly opened Proud Bird Restaurant in the vicinity of 111th Street east of Aviation Blvd.



**PSA STEWARDESS** Shirley Wright was fascinated with the latest electrical equipment at the co-promotional show between Honeywell and PSA at the recent WESCON show. Shirley was hostess at the three-day show in San Francisco which exhibited all the latest Honeywell equipment.

## Kegler's Korner

PSA Bowlers of the Month are pictured from the league which meets each Wed. at Frontier Lanes. Standings are listed as of Oct. 11.



**PAT** Howland, an ATC billing clerk, led the prettier side with a whopping series of 636.



**STEVEN** Solotwinski, from the PSA paint shop grins as he is informed of his high series of 679.



**PSA COUNTER GIRLS** in Sacramento display the new uniform soon to be worn by all female PSA counter personnel. Standing in front of the State Capitol, left to right are Jan Barney, Helen Price and Pat Dismukes.



**PSA BEAUTIES**, reservationists and stewardesses who were hostesses for the "Ducks Unlimited" dinner recently, are from left, **BACK ROW:** Linda Graham, Jane Thomas, Dorothy Bates, Beverly Franson, Jodie Cunningham, Jonna Dahl, Carol Weatherbee, Gail Gibson, Carol Costa, Pat Rosen, Dottie Clang, Marci Powers, Muffie Burke, Rose Mercurio, Shirley Wright, Edith Hitchcock, and Rosetta Roddy. **FRONT ROW,** from left: Pat Brown, Sally Mueller, Coreen Kent, Elsa Tagliarino, Jan Borden, Joan Winshy, Nancy Hughes, B.J. Shelton, Edwina Tate, Phyllis Cantrell, and Lynn Jones.

## Things to Do In San Diego

Oct. 25 - Nov. 26  
**ONE-MAN SHOW BY TOM AKAWIE** Recent paintings based on architectural motifs. La Jolla Museum of Art. Tues. thru Sun., 12:30 - 4:30 p.m., Wed. eve., 7 - 10 p.m.

Nov. 10 - 12  
**BAREFOOT IN THE PARK** Comedy play by Neil Simon with Stanley Martin directing. Coronado-Playhouse-on-the-Strand. Fri., Sat. and Sun., 8:30 p.m.

Thru Nov. 5  
**FRENCH PAINTINGS** Seen in California only, 36 paintings by 35 artists from the collection of the Louvre including "Sun King," "Enlightenment," and "Revolution." San Diego Fine Arts Gallery, Balboa Park.

PSA Bowling Teams	Standings	
	W	L
Gutter A-Go-Go	17	3
Jetistics	16	4
The Spoilers	12	8
Pokey's Robots	12	8
Saints We Ain't	11	9
Strike Outs	10	10
Silver Strikes	10	10
The Cousins	10	10
Verns Folly	9	11
Team No. 8	9	11
Sand-Bag-Ers	8	12
Fifty Plus	7	13
Stumble Bums	5	15
Tipsys	4	16



PSA EMPLOYEES line up to board aircraft promptly at 8 p.m. as they did at all stations throughout the intrastate system.

## PSA Employees Given Second Chance To Dine, Dance, Test Luck in Vegas

How can an airline top an "on-the-house" trip to Las Vegas for its more than 900 employees? By repeating it the following year for its more than 1200 employees, was the decision of PSA's top management.

On consecutive Saturday nights recently PSA launched its "second surprise" trip to Las Vegas as a thank you for employees who helped the airline carry close to 30% more passengers this summer than it did last year in a record-breaking period when many other carriers were on strike.

"Besides," said PSA President J. Floyd Andrews with a smile, "we felt it was only fair to give everyone a chance to recoup his losses or add to his winnings from last year's trip."

A few days after a surprise bulletin had announced the trip, PSA employees were boarding

the airline's 727 fan jets and Lockheed Electras for the evening trip.

On Sept. 30 and Oct. 7, PSA aircraft departed from all cities PSA serves, loaded with employees. The first plane left San Diego at 8 p.m. and this was repeated throughout the intra-state system at all stations.

Upon arrival at McCarran Field in Las Vegas, buses met the aircraft and shuttled the PSA gang down the famous strip to the new Frontier Hotel where PSA hosted the group.

Black-jack, craps and the slot machines were kept busy between arrival time in Las Vegas and midnight as everyone was free to do as he wished until the showing of the Frontier Hotel's extravagant presentation "Europa '68."

Excitement from gambling and the show continued as PSA employees were directed into a private banquet room for a Champagne breakfast. Here, continuous food was served from 1:30 until 4 a.m. and the dance floor was crowded all morning as dancers swayed and rocked to the music of a full orchestra.

Four o'clock was the bewitching hour as sleepy employees boarded shuttle buses for the return trip to the airport. By 5 a.m. all planes had departed McCarran Field for their return to respective cities.



OFF THE PLANE first is Bonnie Johnson, Kay Olson and Carol Costa.



BREAKFAST for 1200 was topped with champagne.



ON THE FLIGHT to Las Vegas two drinks each were consumed in a record 20 minutes.



Milk was preferred by some.



CONTINUOUS dancing from 1:30 to 4 a.m. in the private PSA banquet room keeps everyone busy until departure time at 5 a.m.



LATECOMERS didn't have to worry. There was plenty for everyone.



STEWARDESSES gather around as PSA President J. Floyd Andrews is officially welcomed by Frontier Hotel Managing Director Burton M. Cohen.



SHOWTIME approaches as PSA employees fill the main showroom for the Frontier Hotel's extravagant presentation of "Europa '68". All PSA employees had front tables.