

WARDAIR

the airline that Max built



The story of Wardair Canada Limited is the story of Maxwell William Ward.

Operating from his native Edmonton, Max Ward has parlayed a bush plane operation into Canada's largest charter airline. The Wardair jet fleet of two Boeing 707s and a 727 provide an international charter service from seven cities in Canada, while the airline's red, white and blue DeHavilland Otter aircraft (and a Bristol Freighter) continue its domestic operation from Yellowknife in the Northwest Territories.

Yellowknife was the first base of operation for Max Ward.

It was during his RCAF career as a flying instructor in Canada that he decided to continue flying after the war. He first worked for a company called Northern Flights flying vegetables from Peace River to Yellowknife, and in 1946, bought a Fox Moth with war savings bonds and based

New off-line offices open

The Company has decided to expand its off-line offices to three new cities following an extensive socio-economic study in areas not previously represented in the United States.

The three locations and the new Sales Managers are as follows:

Atlanta, Georgia—Hugh Mackay, formerly Atlanta, Georgia—Hugh Mackay, formerly Sales Manager, Philadelphia; St. Louis, Missouri—Arthur Thrun, formerly Sales Representative, Chicago; and Houston, Texas—Ramsay McGregor, formerly Sales Representative, Cleveland.

A number of locations were examined with a view to establishing potential revenue and costs related to revenue. The Company will be re-evaluating the other cities at a later date.

It is hoped that the revenue from each of these three locations will be between three-quarters and one million dollars annually.

The Atlanta office will report to the Cleveland District, while the St. Louis and Houston offices will report to Chicago.

The appointments are effective September 15.



A seminar on Heritage Highway Tours featuring travel in Ontario and Quebec was hosted jointly by the two provincial government tourist offices and the Company in Los Angeles recently. Among those present were, from the left: Bob Vien, Vien Travel; Carol Hirsh, National Travel, L.A.; Audrey McCormick of the Canadian Government Travel Bureau; and Gordon Froede, District Manager, Los Angeles.

himself at Yellowknife as the Polaris Charter Company. He flew prospectors and government men through the Northwest Territories.

With no charter license, Ward was forced into partnership when the Air Transport Board ruled that all northern flying operations had to be chartered companies. By 1948, he and his partner's three aircraft were Yellowknife Airways—but Ward soon lost everything.

Debts were paid by working as a pilot for others and a stint as a house-builder. Then Max Ward was ready to begin again.

On his second attempt, Ottawa granted his licence as Wardair Limited and his next goal was an airplane.

Punch Dickens, president of DeHavilland Aircraft of Canada, encouraged Ward to buy an Otter, and while Ward was arranging for financing Dickens had already given orders for the Wardair colours to be painted on the fifth Otter off the assembly line.

Ward credits the Otter with revolutionizing northern bush flying. The Wardair Limited fleet increased to four Otters and a Beaver and then, in 1957, he bought a Bristol Freighter. He says he nearly went broke the first year because no one had ever used a plane that big so far north. Ward used the ugly-duckling aircraft to haul horses, a fire engine and even whole buildings.

Expanding into international charter work with a new licence in 1961, Ward acquired a lease-purchase DC-6B. The big, propeller-driven aircraft increased Arctic business but lost money on international passenger operations. Ward had to give the aircraft back.

Pondering his airline's future, Ward decided his initial thinking on expansion was right despite the setback. He located another DC-6B and plunged again into the international market.

By 1964, Wardair was making a small profit, and two years later business was good enough to consider getting their first jet aircraft.



U.S. takeoff plan will cut noise

United States scheduled airlines have adopted new takeoff flight procedures to reduce jet noise near airports, Stuart G. Tipton, president of the Air Transport Association announced recently.

"The new procedures reduce noise by getting the airplane higher above the ground earlier in the takeoff climb, thus providing noticeable noise relief to those living close to jet airports," Tipton said.

Under the new procedure, airline pilots will climb at full power to 1500 feet instead of 1000 feet as under the old system. At that point, the pilot will reduce power slightly and continue climbing at a steep angle until the aircraft reaches 3000 feet. The amount of noise reduction achieved by this procedure will vary with location, up to a maximum of about 5 EPNdB (Effective Perceived Noise decibels) at 3.5 miles from start of takeoff. The new procedures are now in use at virtually all major airports.

With some exceptions, the Company's current takeoff procedures generally follow this system.

It was a Boeing 727—which helped Wardair report 1967 operating revenues of \$5.1 million, and net earnings of \$967,372.

Although 1968 saw operating revenues almost double to \$9.09 million, net earnings dropped to \$367,873. Operating revenues for 1969 increased to \$12.9 million, while net earnings were \$396,720 and return on investment was 9.2 per cent.

Wardair suffered a setback the following year. Revenues climbed to \$16.4 million, but a net loss of \$996,960 and a minus 4.5 per cent ROI were recorded.

Last year, the company climbed back into black figures, reporting revenues of \$18.8 million, net earnings of \$563,191 and a return on investment of 11.7 per cent.

The current total Wardair fleet consists of two Boeing 707s, one Boeing 727, one Bristol Freighter, two DeHavilland DHC-6 Twin Otters and one DHC-3 single engine Otter.

Retirements

Mrs. Alberta B. Gallant, Receptionist, Halifax, joined the Company May 10, 1944 and retired September 1, 1972.

The following employees will retire October 1, 1972.

Joseph F. Alary, Lead Mechanic, Dorval, was employed January 20, 1943.

Stanley A. Brooks, Overhaul Programs Foreman, Dorval, joined the Company September 7, 1945.

Francis J. Dunne, Mechanic, Dorval, was employed September 11, 1945.

Harry W. Fulbrook, Airport Operations Supervisor, Edmonton, joined the Company February 1, 1945.

Robert E. Kerr, Mechanic, Toronto, was employed September 17, 1943.

William H. Lanyon, Mechanic, Dorval, joined the Company October 10, 1946.

Albert E. MacKay, Manager, Marketing Projects Evaluation, Montreal, was employed by the Company November 22, 1940.

William W. McConnell, Mechanic, Vancouver, joined the Company September 9, 1946.

Harry A. Moody, Metal & Plumbing Foreman, Dorval, was employed February 27, 1941.

Sydney R. Parker, General Foreman, Avionics, Toronto, was employed August 23, 1938.

Archie B. Ross, Aircraft Inspector, Dorval, joined the Company June 1, 1946.

James W. Shand, Mechanical Draftsman, Dorval, was employed September 8, 1942.

Edward Stemmann, Mechanic, Dorval, joined the Company May 18, 1953.

William Baggley, Foreman, Viscount Maintenance, Winnipeg joined the Company June 24, 1938.

Frank P. Bednar, A/Foreman Finishing and Tire Maintenance, Winnipeg, was employed by the Company May 3, 1940.

Kenneth M. Chase, Mechanic, Vancouver, joined the Company April 25, 1941.

George G. Farquhar, Mechanic, Winnipeg, was employed by the Company September 18, 1939.

Benjamin G. Leah, Manager, Maintenance Planning, Winnipeg, joined the Company October 21, 1940.

Robert D. Stewart, Expeditor, Dorval, was employed by the Company July 27, 1942.

Their many friends and associates in the Company wish these employees many years in retirement and good health.