

HUGHES AIR WEST

Vol. 2, No. 14

HUGHES AIR CORP.

November, 1970

Highspeed Reservation System To Be Installed

A new highspeed reservation and communication system, described as the fastest and most accurate in the airline industry, will be installed in Hughes Air West reservation offices and stations by May, 1971.

Irving Tague, general manager and vice president of corporate services, announced that a Los Angeles firm has been contracted to provide computer service designed to instantly relay important high-volume data throughout the Hughes Air West System.

When fully operational, the new communication system will mark one of the most significant improvements in the airline's history.

Plans are currently underway to install more than 325 units, which include television-type visual display equipment and high speed teletypewriters at all facilities except Mexico.

An extensive training program for nearly 1,500 station and reservation personnel will begin in January, according to Arch Miller, director of passenger information systems. Others, such as flight control personnel, will be included in the program.

A portion of the new communication installation, a message switching system which involves the teletype equipment, will be operational in February. The teletypewriter, capable of 200 words per minute, will relay information to stations throughout the system via high speed telephone lines linked with IBM 360-65 computers located in Los Angeles.

The visual display units will be operational in mid-May. This equipment will instantly display all information a passenger needs from an agent and will also record all information the agent needs from the passenger.

(Continued page 9)



PENNIES FROM HEAVEN? — Not exactly. More like a portion of the \$250 each — won by Tina High, San Francisco check hostess, and Warren Wood, Calgary station agent, who were October's outstanding employes. Larry Curns (left), director of customer service and Kip Wharton (right), director of stations, smile their approval of the cash award.

Tina High and Warren Wood Presented October Outstanding Employee Awards

San Francisco check hostess Tina High and Calgary agent Warren Wood are Hughes Air West's outstanding employes for October.

Tina was chosen from hostesses based in San Francisco and Las Vegas. Warren represents station personnel from Seattle, Hoquiam, Olympia, Tacoma, Ephrata, Wenatchee, Calgary, Great Falls, Kalispel, Spokane and Yakima.

Tina and Warren each received \$250 and became eligible for the annual award of \$500, trip passes for the employe and family anywhere in the world, and a week's paid time off.

Tina has been based in San Francisco since joining Hughes Air West in 1965 as hostess. She was married in 1968. Nominations for Tina included these comments: "She has a pleasant smile for all." "She is always concerned about others." "She is one of the reasons Hughes Air West is an enjoyable place to work." "She has the knack to make one feel very much at ease." "She's fair, friendly and competent."

Warren, a native of Saskatoon, Saskatchewan, joined the company in 1965

(Continued page 2)

Management, Supervisory Personnel Stand in Line For Advanced Training

More than 120 Hughes Air West management and supervisory personnel have completed recurrent training since late summer and classes for the future have waiting lists.

Gene Neavitt, director of training, said since August the training department has conducted four different courses: Basic Supervision, Intermediate Supervision, Management Development and Introduction to Data Processing.

(Continued page 4)

Shelby Tuttle Named Staff Vice President

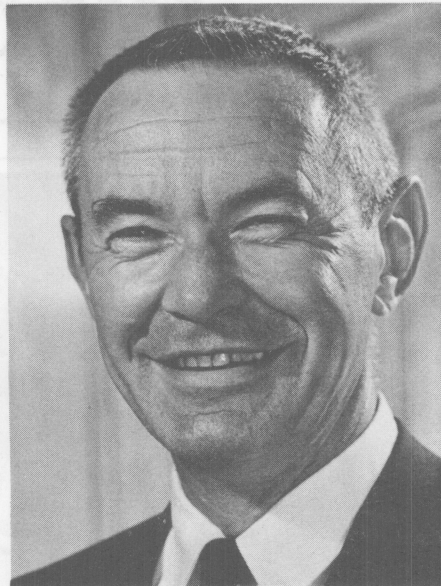
Shelby G. Tuttle has been named staff vice president of flight operations for Hughes Air West.

Tuttle, 50, began his flying career with the Army Air Corps during World War II.

He began his airline career with the company in 1947 as a flight officer. He became a captain in 1948 and since then has been check pilot, division chief pilot, manager of flight operations, director of flight operations and assistant vice president of operations.

In the new position Tuttle will supervise all flight operations, the company's 410 pilots, flight training, flight operations and engineering, flight control and crew scheduling. He will be based at San Francisco.

During his early flying career Tuttle distinguished himself by being the only American to be graduated as an outstanding cadet from the 6th British Flying



Shelby Tuttle

Training School. He was the pilot in command of the first commercial flight of an F-27 aircraft and the pilot in command of Hughes Air West's triple delivery flight in 1969.

He has more than 12,000 hours in his flight log book.

Tuttle is married, the father of three, and lives at Atherton, Calif.

Paycheck Deductions For Insurance Down

Hughes Air West employees are going to get a break on paycheck deductions for life insurance premiums.

Retroactive to Sept. 1, 1970, deductions for life insurance coverage will decrease approximately 25 per cent for all employees. The actual amount of the deduction differs with each employee.

For example, a station agent who has family coverage with \$15,000 basic life, \$15,000 additional life, \$15,000 basic accidental death or dismemberment and \$15,000 additional accidental death or dismemberment has been paying \$12.89 a month. With the reduction he will pay \$9.89.

A hostess with the same coverage will have her deduction reduced to \$13.29 from \$16.89. A management employee who has been paying \$15.39 will pay \$11.79.

Art Brennan, staff vice president of industrial relations, said employees will be given credit for overpayments deducted in September and October. He said the company will continue to review benefit packages.

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Agent, Hostess Named Outstanding Employees

at Calgary. He serves as acting manager of the Calgary station in the absence of regular manager Bill Brooks. A letter nominating him said: "Mr. Wood will go beyond his required work load. He always arrives at work ahead of his required starting time. He will go to a great deal of extra endeavor to help passengers. All in all, he is a good man to have around."

Employees eligible for the award in November are Phoenix-based captains, first officers, those in crew scheduling and flight training plus employees based at Burbank, Los Angeles, Ontario (Calif.), and Santa Ana. Nominations may come from any employee, vendor or customer of Hughes Air West. They must be received by the San Francisco personnel office by Nov. 16.

Wayne Wiggins, director of personnel, said beginning Nov. 30, employees may submit nominations for the December award. Eligible in that month are em-

ployees based at Phoenix in quality control, avionics, instrument, and avionic services, plus employees at the following stations: Salt Lake City, Twin Falls, Sun Valley, Pocatello, Idaho Falls, Boise, Baker and Ontario, Ore.

Nominations for December must be in by Dec. 21.

Wiggins said the outstanding employee program allows all employees to bring recognition to their fellow workers who contribute immeasurably to the success of the airline.

Scoreboard

HUGHES AIR WEST TRAFFIC OCTOBER

	1970	1969	% Change
PAX	247,576	235,963	+4.9
RPM	75,547mil	66,965mil	+12.8
Load Factor	43.8	38.7	
On-time	85.6	84.5	

Company Hosts 300 Agents, Interline Friends in '70

Hughes Air West hosted more than 300 travel agents and interline friends on various familiarization trips this year.

Agents and interliners have been hosted at Puerto Vallarta, Yosemite National Park in California, Zion and Bryce national parks in Utah and Grand Canyon National Park in Arizona. Future trips will be to Mazatlan, Sun Valley and Puerto Vallarta.

Hughes Air West conducted the agency trips to make the travel agents more familiar with destinations and also with the service offered passengers.

The agents usually like what they see and go back to their offices and try to sell the same tour or destination to their clients.



SUPER STARS — The benefits of Hughes Air West's five-abreast seating are demonstrated by stars Pat O'Brien, Jimmy Durante, Paul Anka, Sammy Davis Jr., and two professional models. The picture is taken from a current television advertisement.

Twenty Million Americans See, Hear, Read Company's Message: Hughes Air West On-Time, Leg-Room, Five-Abreast, Most Cities

More than 20 million Americans are being exposed to the message that Hughes Air West is on-time, offers five-abreast seating, first-class leg-room in all jet flights and flies to more Western cities than any other airline.

Hugh Davis, director of advertising, said that newspaper advertisements in major markets, radio spots in 12 cities, television commercials in 16 cities, plus ads in 16 leading trade publications add up to the largest advertising campaign since the announcement of the Hughes Air Corp. purchase of Air West, Inc. last April.

Highlights of the current campaign is a TV spot beamed at viewers in 16 cities on 34 major stations in which stars Pat O'Brien, Paul Anka, Sammy Davis, Jr. and Jimmy Durante dramatize in a crowded couch sequence why Hughes Air West's spacious five-abreast seating is so appealing.

HUGHES AIR WEST

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

In the Los Angeles market three newspaper ads tied-in with special sections: the Los Angeles Times' West magazine and the Herald Examiner's California Living section.

Another ad featuring a passenger skiing out of DC-9 announces that Hughes Air West flies to ski country and offers the Ski West brochure. This ad is appearing in selected newspapers and in seven major travel trade publications. Nine cargo trade magazines are running another ad that shows an agent inside a shipping crate smiling at his watch while noting that "Hughes Air West now has the best on-time record of any airline in

North America."

An eight-week newspaper advertising campaign with American Airlines promotes Hughes Air West's Sacramento-to-San Francisco and Fresno-to-Los Angeles flights with connections via American's 747 flights to the East. This joint campaign is running in Sacramento and Fresno newspapers.

To supplement newspaper, magazine and TV advertising, radio announcements continue with a three-week campaign of 139 spots a week on 13 Stockton, Oakland, Santa Barbara, Santa Maria and Bakersfield stations emphasizing new service to Las Vegas.

Eight Stations Have Perfect On-Time Records

Eight Hughes Air West stations have perfect records for getting flights out on time. Nine others get more than 97 per cent of their flights out on schedule.

The perfect stations for September, the latest statistics available, are Puerto Vallarta, Ontario (Ore.), Mazatlan, Roseburg, Kingman, Apple Valley and Tacoma, Kip Wharton director of stations, said.

Monterey was the leader among stations with more than two flights per day, with only one of its 156 monthly flights delayed at the station. Other leaders included: Cedar City, 1 of 125 delayed at the station; Crescent City, 1 of 92; Ephrata, 1 of 63; Santa Ana, 4 of 218; Sacramento, 7 of 346; Marysville, 1 of 41; Hoquiam/Aberdeen, 1 of 42; and Burbank, 5 of 170.

Nine Appointed To Fill Management Positions

Nine men have been named to management and supervisory positions with the company:

Capt. Myron Reynolds became regional flight manager in Phoenix replacing **Capt. Bob Manning** who returned to line flying. Reynolds, vice president of flight operations since April 1968, began his 30-year career in the aviation industry as a flight instructor in Salt Lake City.

Jim Carmean was named regional manager of interline sales at Los Angeles, replacing **Steve Bradley**, who became system manager of agency and tours at San Francisco. Carmean is responsible for sales production and travel agency accounts in Southern California. He had been district sales representative in Los Angeles. Bradley is responsible for furthering travel agency sales programs and coordinating package tour development and promotional campaigns.

Dave Robinson was named airline systems planner for revenue accounting and marketing. Robinson, with the company since August 1969, was supervisor of programming in San Francisco data processing. **Mike Murray**, a former programmer-analyst, replaced Robinson as supervisor of systems and programming.

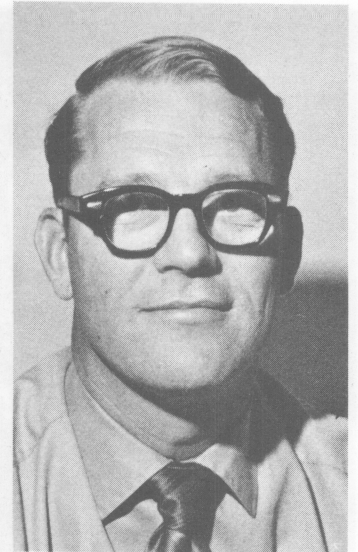
Dick Brumm, formerly a Las Vegas station agent, filled the newly-created position of analyst for central reservations control in San Francisco. Brumm will monitor and maintain statistical data in an effort to locate and solve problems that lead to "no shows" and empty seats.

Ron Shumway, formerly a systems analyst in Phoenix, became supervisor of systems and data processing at the same location.

Monte Varah became powerplant engineer responsible for company JT8D and Rolls Royce Dart engines. **Art Ludt** replaces Varah as supervisor of shop scheduling.



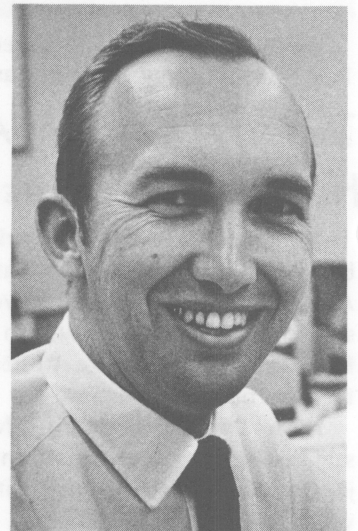
Steve Bradley



Dave Robinson



Mike Murray



Dick Brumm

Managers, Supervisors Attend Advanced Training Courses

From Page 1

Basic and intermediate supervision courses are planned for any person in a management or supervisory position, or those who have potential for such a position. The basic course is offered monthly and is a prerequisite for the bi-monthly intermediate course. Both courses are three days long and are held in Phoenix and San Francisco. Neavitt said the basic course also will be offered at most of the class "A" stations next year.

Management Development also is a three-day course. It is offered monthly, mostly at Phoenix and occasionally at San Francisco. The course is open to all

management personnel and to those of management potential.

Introduction to Data Processing is open to all personnel that deal directly with the data processing department. Neavitt said the course teaches individuals how to write a basic program for a computer and how to evaluate the results.

Neavitt said Hughes Air West is the only regional airline that does all its management training internally.

"We could send our people to any number of outside schools but they would not be keyed to Hughes Air West

situations and personnel needs. When we keep it internal, everything we do is company-directed. We also get tremendous fringe benefits when our personnel from around the system get together and talk face-to-face about their related problems. No outside course could do this for us," Neavitt said.

Neavitt is one of the instructors for the management courses. He is assisted by **John Palmer**, manager of station and reservation training, **Ron Shumway**, supervisor of systems and data processing, **Leroy Littlejohn** and **Beverly Boyle**, instructors.

Interline, Agency, Tour Revenue Up 20 Per Cent

Hughes Air West revenue from interline, travel agency, group and convention sales is up 20 per cent for the first half of 1970 over the same period of 1969.

George Moulton, director of interline agency and tours, said increased sales activity and an improved travel market were responsible for the increases. He said people are taking shorter trips this year.

Hughes Air West benefited from the increased travel because of the variety of tourist destinations available within its system. He cited the American Way West tour, a joint project with American Airlines, as one of the most successful tour packages in years. One of the reasons for its success was making the tour known to wholesalers, tour conductors and travel agents.

Fifty-eight per cent of the company's total passenger revenue last year was attributed to travel agent, interline, tour and convention business, according to Moulton.

First 100,000 Copies Of Ski Brochure Out

Some of the most famous ski resorts in the world — all within the Hughes Air West system — are featured in the new edition of the Ski West brochure.

An initial run of 100,000 copies of the brochure is being distributed via seat pockets of company aircraft, travel agents and tour wholesalers around the country, ski clubs in the West and company sales offices.

Bill Schafer, director of marketing, said the brochure will help Hughes Air West become better known as an airline capable of taking travelers to the nation's most desirable ski slopes. He said the company expected this season's ski and winter vacation travel to be the greatest on record.

The brochure lists all necessary information for each ski destination including package tours, hotel and meal rates and ground transportation arrangements.

We Get Letters....

From a consulting physicist whose fellow passengers included a man who had never flown before: "Hostesses Ruth Becker and Nancy Potts should be especially commended for calmness in handling their panic-stricken passenger who, immediately after take-off, appeared to be literally dying of fright."

From a Dallas mother accompanying her incapacitated son: "We've traveled two other airlines but I must say yours was right there with a wheelchair when we needed it."

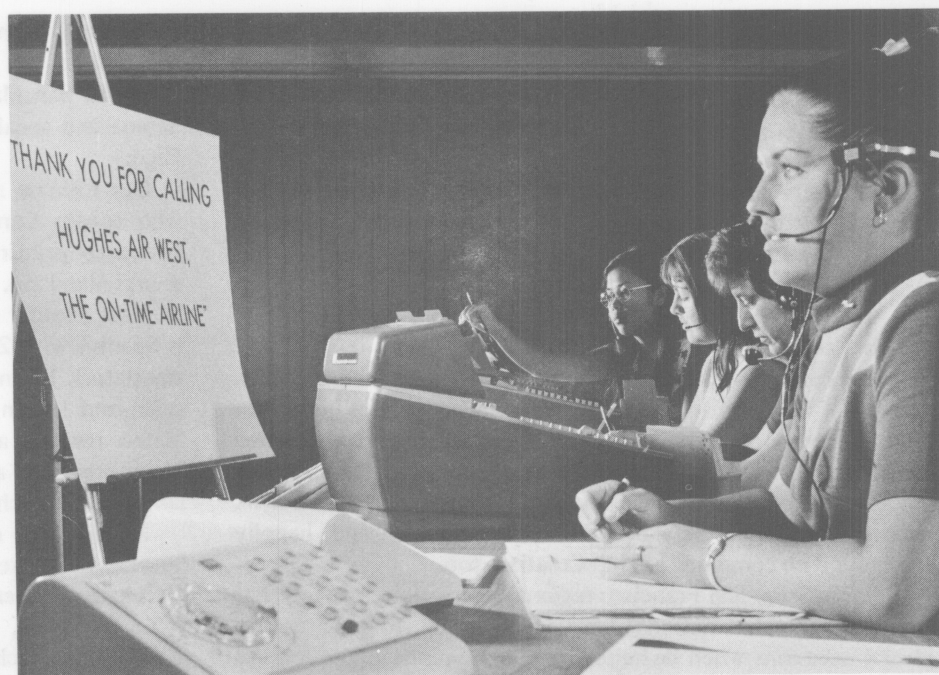
From a Long Island executive: "Compliments to Chuck Dufrain (Phoenix station agent) for expediting our departure under pressing circumstances."

From a passenger whose luggage was lost on a flight from Saskatchewan to Yuma: "Thank you, manager and personnel, Hughes Air West, Yuma! . . . My luggage has now been located through your earnest and continuous effort."

From a Tucson retail store manager whose wife flew to Las Vegas in her ninth month of pregnancy and returned to Tucson with a new baby: "When my wife arrived in Phoenix to make her connecting flight to Tucson, she found that Herb Shingler (Las Vegas station agent) had wired ahead informing the necessary parties of her arrival and she was escorted most carefully to the plane." P.S. Mother and baby are doing fine.

From a telephone company executive. "I had the opportunity to observe several agents receiving calls and I was pleased with the professionalism your agents exhibited. One agent, Jane Nazeri (San Francisco Reservations), was particularly adept at 'asking for the sale,' and 'fact-finding'."

From an Alameda, Calif. businessman: "The service your crew extended was quite a pleasant change from your competition."



THANK-CUE — Behind-the-scenes airline reservation agents throughout the Hughes Air West system — such as (from left) Rose Marie Matsunaga, Tomasine Santarosa, Ann Smith and Margaret Deacon of Los Angeles — use a handy cue card reminder that reflects the airline's new ownership and name.

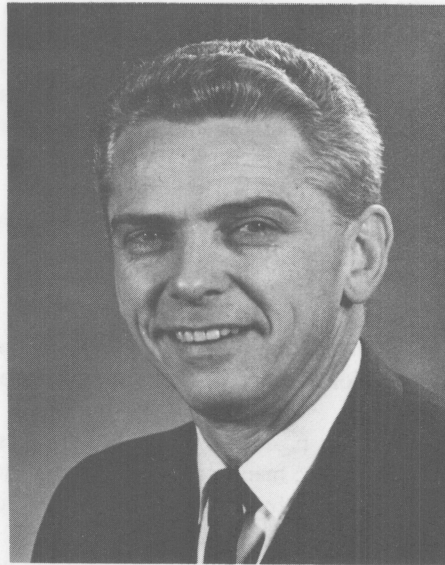
Bill Schafer Named Marketing Director

Martin F. "Bill" Schafer, a 20-year veteran of the travel industry and most recently travel director for the state of Alaska, has joined Hughes Air West as director of marketing.

In the new post he is responsible for all marketing departments and reports directly to Larry Decker, vice president of marketing.

Schafer, a native of Ritzville, Wash., was graduated from Washington State College. During World War II he served in the Pacific with the U.S. Air Force as a radar flight officer.

During his travel career he has been director of sales and promotion for the Hickel Hotels of Alaska, owner of a travel agency, Alaska sales manager for Northwest Airlines, district sales manager for



Bill Schafer

Scandinavian Airlines Systems, Inc., in Anchorage and in supervisory positions for Pan American World Airways in Alaska and San Francisco.

CAB's Browne Urges System Examination

Civil Aeronautics Board Chairman Seccor Browne has urged local and trunk carriers to conduct a "thorough re-examination of route systems to determine if they are really structured for the '70s, or if they reflect a horse and buggy era."

Browne told the Fall meeting of the Association of Local Transport Airlines (ALTA) in Anchorage that each carrier should determine if there are points within its system now served by two carriers which would be better served by one.

He asked, "Are you serving these points merely because another carrier is there and you would rather have a share of the market and lose money instead of seeing him have it alone?"

Browne placed heavy emphasis on airlines examining their operating philosophy.

Company Employees Break Speech Barrier in 22 Languages; Spanish, French, German, Greek, Many Others Spoken Here

In Croatian it's "saobracati."

In Tagalog it's "maka-usap."

And at Hughes Air West it's "communicate."

Nearly 100 employes scattered throughout the system do just that — and they do it in 22 languages.

This reservoir of linguists has been located, classified and put "on call" by the personnel department to assist with translations, tours and VIP visits as a need arises.

Based on a survey directed by personnel director Wayne Wiggins, the airline's foreign language experts are classified as "fluent" or "translation only."

John Puskarich, San Francisco reservations, learned Croatian, one of six Yugoslavian languages, while living with his immigrant aunt and uncle on a Pennsylvania farm at age five. His educated tongue once helped an immigrant whose language stumped Los Angeles reservations people; they called Puskarich in Phoenix because they knew he spoke French and Spanish and, happily they found he communicated in Croatian, too.

Ramon Grey, San Francisco regional reservations manager, has put the Philippine national language, Tagalog, to good use on several occasions when he helped visiting Filipinos in Los Angeles and Spokane. Grey's mother, who was from Murcia, Spain, taught him Spanish at home in Manila, and he learned Tagalog and English in school.

Many use their language ability at vacation time either visiting their ancestral country or foreign home town. Treasurer Lewis

Hawkinson, born in the U.S. but speaking Norwegian at an early age, visited his 50 cousins on Norway's Karmøy Island. Nasa Taatafa, San Mateo revenue accounting, was born in American Samoa and speaks her native language on periodic visits to Pago Pago.

Our Chinese spokesmen are John Chan, San Francisco sales, who speaks Cantonese (he also speaks Japanese) and in San Francisco printing, Sherman Sheng, a native of Shanghai, who speaks Mandarin.

Most popular of all languages spoken by employes systemwide is Spanish with 25 claiming ability as fluent conversationalists or translators. Runners-up are German and French with 13 linguists each, and Italian with eight conversants (six of them are in San Mateo revenue accounting). One employe, Mary Gutfeld, San Mateo revenue accounting, speaks three of the most popular languages: French, Italian and Spanish.

There are 13 employes who are sole spokesmen for a foreign language: Odette Bonavita, San Francisco sales, Arabic; Haig Medzegian, Phoenix training, Armenian; John Chan, Japanese; John Puskarich, Croatian; Betty Hanson, San Mateo revenue accounting, Czech; Bob Dirks, San Mateo budgets, Dutch; Harvey Kyllonen, San Francisco printing, Finnish; Lewis Hawkinson, Norwegian; Nasa Taatafa, Samoan; Harriet Choichois, San Mateo revenue accounting, Greek; Irene Krapivkin, San Mateo revenue accounting, Serbian; Ramon Grey, Tagalog; Glenda Lujan, San Mateo revenue accounting, Yugoslavian.

Salt Lake City Employee Earns First Suggestion Award for Ear Protector

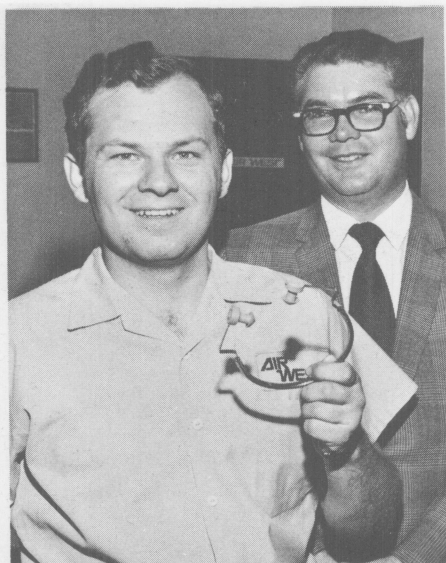
Alan Briscoe, station agent at Salt Lake City, is the first Hughes Air West employe suggestion award winner.

Briscoe, who joined the company in 1968, received \$25 for his suggestion that the company change styles of ear drum protectors worn by ramp and maintenance personnel to protect against high noise concentrations during aircraft operations. In his suggestion, Briscoe said the current "mouse ear" protectors are bulky, too large to fit over the protective helmet and awkward to carry around.

He suggested a type that can be worn under the helmet and is light weight and easy to carry around. While investigating Briscoe's suggestion, the company determined agents should have a choice in the style protector they will wear. It was decided that the current model ear drum protector will be discarded as supplies are exhausted, to be replaced by two new models.

One of the new models will be similar in appearance to the current "mouse ear" style. It will be liquid filled and will provide greater sound suppression characteristics than the discarded model. The second new model, the one suggested by Briscoe, consists of soft rubber ear plugs attached to a metal neck band.

Wayne Wiggins, director of personnel and chairman of the suggestion coordinating committee, said Briscoe's suggestion was adopted because it provides increased safety and convenience to employes.



FIRST WINNER — Salt Lake City agent Alen Briscoe became the first employe suggestion award program winner for his ideas on a new type of ear drum protector. Blaine Barney, Salt Lake City station manager, can only smile his approval of the \$25 cash award presented to Briscoe.

Wiggins said employes are urged to submit suggestions which they feel will not only increase safety, as in Briscoe's case, but also that reduce costs, improve customer service, increase revenue, reduce accidents or improve methods of operation.

Employes will be given a cash award of up to 10 per cent of the savings expected to be realized to the company during the next 12 months. In the case where actual monetary savings are not a part of the suggestion, the amount of the award will be determined on the suggestion's overall value to the company. The maximum award is \$10,000 and the minimum \$25.

CAB Issues Show Cause Order To Allow Marysville Deletion

The Civil Aeronautics Board has issued an order to show cause why Hughes Air West should not be allowed to delete Marysville/Yuba City from its certificate.

Under this procedure, interested parties had until Nov. 15 to object to the

deletion. The CAB will review any objections and then make a decision.

Hughes Air West cited economic factors and the close proximity of the new Sacramento Airport to Marysville/Yuba City in asking for the deletion.

Interline Bargains

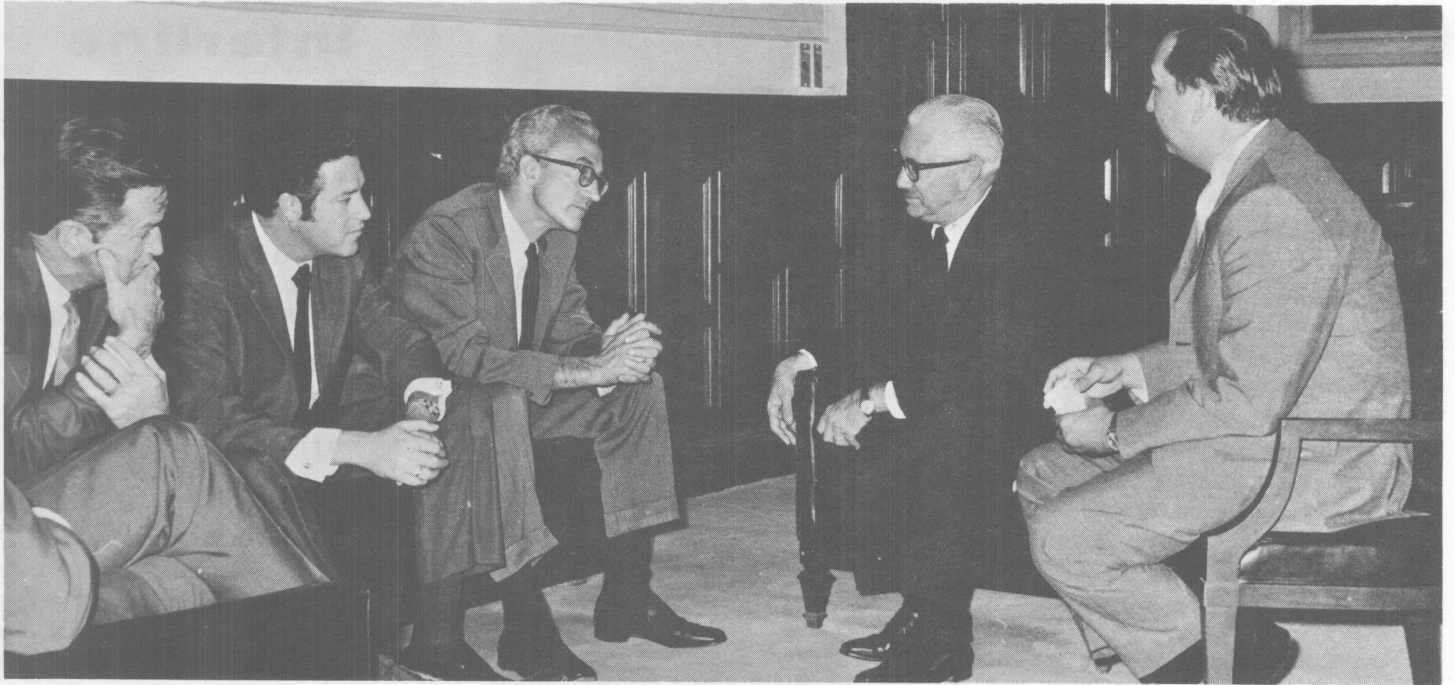
Swissair offers a special interline tour for Hughes Air West employes and spouses only. Leave Feb. 8 from Chicago, spend the next four days in Vienna and return to New York on Feb. 12. Price of \$90 includes positive space air transportation, most meals, hotel (twin bed only), sightseeing and tours. Sponsored by employes' association. Contact Joy Hyde, nurse, San Francisco, for full details.

Crested Butte Ski Area at Crested Butte, Colo., announces January ski tours consisting of six nights lodging, seven days of lifts and three two-hour lessons. The tour cost per person is \$107. For information write to Mr. C. A. Stapleton, Director of Sales, Crested Butte Ski Area, P.O. Box 528, Crested Butte, Colo. 81224.

The Interline Tour Guide, a quarterly publication listing travel bargains for airline employes, has announced the twice-a-year publication featuring hotel bargains. Both are available by subscription: Tours and Transportation, \$2.00 a year; Lodging, \$1.80. Write The Interline Tour Guide, 431 14th Street, San Francisco, Calif. 94118

Ski parties upcoming include: Sun Valley Interline Ski Party, Jan. 3-10; half price on all facilities; write Interline Ski Party, Sun Valley Reservations, Sun Valley, Idaho 83353. Jackson Hole's interline ski party, Jan. 10-16; six days and nights for \$60 includes lodging and lifts; write Jackson Hole Resort Association, Box 193, Teton Village, Wyoming 83025; Snowmass Interline Ski Week at Aspen, Colo., Dec. 12-19; lodging and lift tickets are \$13 a day; write Central Reservations, Snowmass-at-Aspen, P.O. Box 5566, Aspen, Colo. 81611.

Trans World Airlines released new perimeter fares for interliners and, for the first time, their parents. Prices range from \$69 for western Europe, to \$199 for around the world. Contact Hughes Air West Pass Bureau for further details.



GUADALAJARA MEETING — Larry Decker, Raul Fernandez and Irving Tague, Hughes Air West executives, meet with Francisco Medina Ascencio, governor of the Mexican state of Jalisco, and Ruben Miller Varela, chief of the department of tourism for Jalisco.

Hughes Air West Executives Meet Mexican Officials; Tell Plans to Boost Western Mexico Tourist Market

Top executives of Hughes Air West met recently with leading Mexican government officials in Guadalajara and Mexico City to outline the airline's plans to

boost American tourism throughout western Mexico.

Irving Tague, general manager and vice president of corporate services, Larry

Decker, vice president of marketing, and Raul Fernandez, general manager of Mexico, called on Jose Antonio Padilla Segura, Minister of Communications and Transport, Agustin Salvat, chief of Mexico's tourism department, Francisco Medina Ascencio, governor of the state of Jalisco, and Efrain Urzua Marcia, mayor of Guadalajara.

Under the recently signed bi-lateral agreement, an American carrier will be given operating rights into Guadalajara from the Phoenix/Tucson gateway. Hughes Air West has hopes of being named the carrier on that route.

Fernandez told the Mexican officials, "We are certain that our proposed service will increase American tourism to western Mexico and will create a new interchange of social and economic benefits."

Tague announced that the spring quarterly meeting of the Association of Local Transport Airlines (ALTA) will be held in Guadalajara in May with Hughes Air West as hosts. More than 300 persons are scheduled to attend.



MEXICAN OFFICIAL — Jose Antonio Padilla Segura, Mexican Minister of Communications and Transport, right, meets with Decker, Fernandez and Tague in his Mexico City office.

Name Record Reservation System Planned

From Page 1

"It boils down to the best system in the airline industry," Miller said. "It means employes can react faster and more efficiently to passenger requests."

He described how the system will work, using Los Angeles as an example: A passenger calls the reservation office to inquire about a trip to Las Vegas. The agent asks the date of the trip, the time he wants to leave and the number in his party. This information is fed into the computer via a keyboard on the front of the display unit. The same data is flashed on the screen so the agent can double-check the information. At the same time, the television-type screen also displays all information for the flights on the day requested by the passenger.

As a result, the agent will no longer be required to manually search through a Quick Reference Guide or fare book for such data. Pencils, scratch pads and printed schedules also become obsolete.

When the passenger chooses his flight, the agent then enters his name, phone number and other ticketing information into the computer. The computer automatically relays the information to the boarding station prior to the flight for the passenger manifest. If the passenger requested his ticket by mail or at a city ticket office, the computer relays this information to the appropriate location.

With the new system, an agent has access to flight information for 340 days in the future.

It will also quickly confirm connec-

tions and fares on other airlines as well as provide data on all U.S. scheduled carriers and selected foreign airlines.

Historical data can also be extracted from the computer for marketing purposes or performance evaluation of specific stations. In addition, the computers are fully duplicated so that if a malfunction occurs, a second unit takes over immediately.

The computer service will be provided by Mutual Computer Services, a subsidiary of Continental Airlines. MCS calls its program "SHARES" which is described as a multi-host computer application that enables a combination of separate companies to use one central computer system.

Ozark and Piedmont airlines are now part of the MCS program. Overall, the program can handle information for 999 flights, inventories for 340 days, 255 cities, a hundred other airlines and city codes.

Miller named a supervisory team to oversee the orderly transfer of training and procedures for the new system. They are Paul Howe, manager of reservation system, who will supervise the installation of the equipment; Patti Reynolds manager of reservation procedures; and Joe Roman, manager of reservation systems training.

Engine Modifications To Cut Emissions Now 25 Per Cent Complete

Hughes Air West's efforts to reduce visible emissions from jet exhaust are now 25 per cent complete.

Bob Jorgensen, staff vice president of maintenance, said the company is now operating smokeless engines on six DC-9s. He said 13 other engines have been or are being converted to the smokeless configuration. Modified engines replace currently operating engines as the latter are scheduled for periodic maintenance. Since individual engines on an aircraft are not scheduled for maintenance at the same time, it is possible to have a plane with one smokeless and one unmodified engine. Modification of the engines requires replacing internal "burner cans" or combustion chambers. The new burner cans allow for more complete combustion of carbon particles resulting in cleaner exhaust.

The \$500,000 project to modify all 50 of the company's jet engines will be complete in 1972.

Hughes Air West flew its first smokeless DC-9 engine on April 1, 1970. Two months later the second smokeless engine was mounted on the same aircraft, producing the first totally smokeless DC-9 in the West.

Pass Travel Rules Must Be Followed

Provisions contained in the Master Manual regarding reduced rate transportation still apply even though travel authority cards have been issued to those with 90 days seniority, according to the employe travel benefits department.

Reduced rate eligibility periods for other carriers still must be met. If a carrier requires one year's service for issuance of reduced rate, that provision must be met.

\$100-Million Loss Predicted For U.S. Scheduled Airlines

U.S. scheduled airlines could lose \$100 million in 1970, despite a gain of more than \$1 billion in revenue, an official of the Air Transport Association said.

Dr. George W. James, senior vice president of economics and finance of the ATA, said the unfavorable financial performance of the airline industry was caused by many factors.

"Among these," he said, "are excessive costs that continue to skyrocket, a decline in traffic growth associated with a sluggish economy and an inefficient use

of resources.

"Many airline markets are served by an uneconomic number of carriers. Unfortunately, this competitive environment is frequently destructive, both to the carriers as well as the public interest."

James said factors furthering airline problems are previous commitments for the purchase of billions of dollars worth of new equipment, commitments necessarily made several years ago and not cancellable at the first whiff of economic headwinds.

Christmas Festivities Planned for Employees

Christmas festivities, sponsored by Hughes Air West Employees' Association, will be held in Seattle on Dec. 4 and in San Francisco and Phoenix on Dec. 19. Children's parties are scheduled for Phoenix and San Francisco on Dec. 20.

The San Francisco dinner-dance will be held again this year at the Thunderbolt Hotel (now called the Executive House) adjacent to San Francisco Airport. A 10-piece orchestra and a combo will provide continuous music for dancing. As in previous years, chairman Joy Hyde said trip passes and other prizes will be given away.

The Seattle party, to be held at the Hilton Inn opposite the Seattle-Tacoma Airport, will feature a steak and lobster dinner and a combo for dancing.

Phoenix party highlights will include a buffet dinner, dancing and door prizes. The event will be held at Marion's Banquet Center.

Further details on each event and the names of ticket sellers in each department will be announced.



BLIMP-TRIP — Perry Jackson, manager of military sales, San Francisco, and Grace Chute, secretary to Jules Rossi, Statistics Manager, San Mateo, test flew one of the Goodyear Company's three blimps in October. The hour flight took them over Oakland and Berkeley. During the trip Jackson had a turn at the controls of the big ship but Grace declined, saying "I wasn't really sure a woman could handle that big thing." Jackson said, "There's nothing to it."

Interline Pass Rate Set

A new service charge rate has been established for pass transportation by other airline employees traveling on Hughes Air West.

Jim Garvin, manager of interline sales, said interliners will be charged \$2.50 for one-way and \$5.00 for round-trip passes.

747 a "Tough Bird"

The Boeing Company recently "broke" a 747 but it wasn't an easy job. Engineers applied pressure to the undersides of the 747's wings until the wings broke. Total pressure applied amounted to about three and a half million pounds. The tips of the wings were 26 feet above their normal position when they finally broke. The pressure amounted to 116 per cent of ultimate design strength. That's one tough bird!

ATA Names Brennan

Art Brennan, staff vice president of industrial relations, has been named chairman of the executive committee of the Personnel Relations Conference of the Air Transport Association.

The conference consists of airline representatives concerned with personnel and labor relations.

More Work; Fewer Planes

It would take 5,800 aircraft of the piston-power era of ten years ago to do the work of 2,400 of today's modern airplanes. The Air Transport Association said 90 per cent of the airline fleet in 1969 was jet-powered and averaged a 50 per cent load factor. U.S. scheduled carriers operated 10.9 million flight segments in 1969.

One Dollar Check Hard To Delete from Books

If you think earning a dollar is hard, consider the problem of getting rid of one.

The Idaho State Employees Association, to avoid placing a \$1 refund from Hughes Air West on its books with resulting costly paper work, simply endorsed the \$1 check and sent it to Boise district sales manager Don Cooper.

An accompanying message in rhyme suggested that Cooper take the \$1 off their hands.

In order to bury the unwanted one-spot not only will Hughes Air West's refund department become involved but also its general accounting department and the Bank of America:

The check must be cancelled and eliminated from the open file, forms must be filled out to indicate its receipt, photocopies must be made and retained, and information forms must be filled out for the Bank of America.

Seems like a lot of trouble for a dollar!

Bus Schedule Changes

The employe bus schedule between the San Francisco general office and the airport terminal building has been changed to allow additional travel time because of congested airport construction zones.

Effective immediately, the bus, which is shared with American Airlines, will leave the general office building for the terminal every 20 minutes at 18, 38 and 58 minutes past the hour. The bus will continue to stop at the bottom of the stairs near Pier D (Hughes Air West's gate 31), and at pier E (near American Airlines and Hughes Air West's gate 41), at 10, 30 and 50 minutes past the hour.

The bus operates continuously; however, it does not stop at the general office building between 12:58 a.m. and 3:58 a.m. During this period the bus is available at the American Airlines parking lot which is adjacent to the Hughes Air West freight facilities.

Service Anniversaries Celebrated by Employees

These employees have celebrated 20, 15 and 10-year service anniversaries since May, 1970.

TWENTY YEARS

Phoenix — C. R. Calderon, quality control; J. H. O'Dell, director of quality control; F. D. Neil, station agent; R. W. Woolsey, lead mechanic; Capt. A. O. Cordes, flight. Spokane — Jack Whitehill, station manager. Sacramento — R. J. Blockhus, agent. Las Vegas — W. H. Reed, lead cleaner. Phoenix — E. W. Sundergelt, lead mechanic. Seattle — D. E. Kempt, mechanic; Capt. W. R. Stonebraker, flight; first officer George Solomon Jr., flight; R. L. Schultz, station manager. Boise — W. G. Shuey, chief agent. San Francisco — Olga Makkinen, senior accounting clerk.

FIFTEEN YEARS

Seattle — F. J. Constantino, agent; Jim Davenport, regional manager of reservations; C. B. Peterson, mechanic; K. R. Nelson, mechanic; M. Guerra, mechanic; Capt. J. R. Maus, flight. Phoenix — R. D. Bishop, mechanic; J. D. Mooney, maintenance scheduler; J. A. Vivona, mechanic; Capt. Gerry Felts, manager flight training; L. W. Christensen, mechanic; H. F. McCreary Jr., engineer; G. W. Rojeck, mechanic; Capt. B. L. Moulding, flight; Capt. Frank Akers, flight; Capt. J. E. Brinnon, flight; Bill Drechsler, director of maintenance. San Francisco — Capt. R. H. Allen, flight; Capt. R. H. Bohna, flight; C. F. Moller, maintenance; Francis Scheinbaum, executive secretary; Larry Decker, vice president of marketing; B. J. Easton, senior accounting clerk. Twin Falls — Larry Ecklund, station manager. Tacoma — Tom Mason, station manager. Las Vegas — G. L. Gragg, chief agent; D. T. Luce, mechanic; P. M. Heglie, inspector; R. J. Folks, chief agent; Capt. C. R. Kingen, flight; Capt. L. V. McDonald, flight. Lancaster — Bud Moss, station manager. Ontario — D. L. Jaquess, agent. Los Angeles — D. Wristen, lead mechanic. Pasco — L. A. Swartz, mechanic.

TEN YEARS

San Francisco — A. J. Natali, reservation agent; D. E. Beach, hostess; E. M. Roberts, internal accounting clerk; Ruth



TWENTY YEARS — Olga Hakkinen, senior accounting clerk in accounts payable, San Mateo, celebrated her 20th anniversary with the company in October. Her fellow employees helped with the celebration by presenting a cake and arranging for a small lunch-time party in her honor.

Becker, hostess; B. M. Taylor, reservation agent; L. M. Gilmore, chief agent. Phoenix — B. J. Dunaway, inspector; H. L. Spencer, chief reservation agent; L. J. Fetters, chief agent; D. E. Smith, mechanic; R. A. Smith, mechanic; Bill Miles Jr., instructor; P. D. Linford, technical writer; D. W. Dickinson, lead mechanic; T. M. Bayer, maintenance control. Portland — L. Morriss, inspector; G. A. Smith, hostess; M. E. Ames, clerk typist. Las Vegas — L. L. Manzie, assistant district manager of maintenance; C. L. Bookland; hostess; R. E. Dallmer, lead mechanic; G. G. Herpst, mechanic. El Centro — Jim Mount, station manager; B. G. Lehnhoff. Burbank — Jim Blackwell, station manager. Reno — D. L. Arbogast, chief agent. Los Angeles — E. A. Hochbaum, agent; R. G. Quirion, chief agent; E. M. Hite, mechanic. Eugene — R. J. Ness, agent; J. R. Wiley, agent. Pullman/Moscow — D. E. Gray, chief agent. Boise — Bob Showalter, agent. Tucson — M. Ives, chief agent. San Jose — Bud Stokes, district sales manager. San Diego — H. E. Greenberg, agent. Monterey — Pete Wangoe, station agent. Santa Ana — B. J. Dearinger, station agent. Yakima — E. O. Bailey, station agent. Salt Lake City — D. N. Baldwin, lead mechanic. Calgary — Bill Brooks, station manager.

Phone Classes Planned For Office Personnel

Telephone courtesy classes will begin in late November to increase intra-office communication quality.

The course is an outcome of the Pacific Telephone's recent Telequest quiz that was distributed to San Francisco telephone users. Tallies of quiz replies, filled out by 70 per cent of those receiving them, revealed areas of telephone technique that can be improved — including lunchtime coverage, rapidity of answering and uniformity of response.

In the two-hour course to be offered first to San Francisco secretaries and clerks, weak points will be pointed out and directions given for improvement via lecture, slide presentations and films. The course will be offered later to all employees throughout the system.

Bud Donohoe, director of ground communications, said that concurrent with this instructional effort, management will be formulating guidelines to determine proper phrasing in answering the telephone.

Mexican Tourist Season Starts; Check Immigration Regulations

Now that the tourist season in Mexico is approaching, it's time again to review Mexican immigration rules.

Entry requirements for minors traveling to Mexico are enumerated on page 23 of the current Quick Reference Sales Guide. Included is such information as the need for a mother traveling to Mexico with her child to have proof of the child's citizenship even if the child is a baby in arms. Also, if a mother should be traveling without the child's father, she must have the father's consent to do so in a notarized letter signed in duplicate.

Having facts like these in mind not only helps assure that passengers won't be refused entry into Mexico upon arrival, but also helps Hughes Air West avoid fines of up to \$240 per violation that can be assessed for carrying passengers into Mexico who do not hold proper documents.

These same regulations apply to non-revenue passengers.

Q and A Corner

Employees are encouraged to submit questions to the Editor.

Q. Since we are seeing great changes in the attitudes towards women's apparel, does Hughes Air West find it acceptable for women to be dressed in pant suit outfits during office hours?

A. In those positions where a uniform is not required, it would be acceptable for a woman to be dressed in a pant suit outfit so long as it meets reasonable standards of business attire and it is tailored and subdued.

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Q. Why is there so little advertising in the greater Seattle area? I have not seen or heard of any advertising through any media in months. The need seems great even though the present level of business does not warrant much of a budget.

A. Since the extensive systemwide introductory ad campaign in May and June, Hughes Air West has conducted several destination and on-time ad campaigns in the Seattle area. These ads appeared in daily newspapers and on radio. In addition, the company is currently in the midst of another extensive systemwide ad campaign using all media. This began Nov. 9. (See story this issue.) Seattle, since it is one of our major destinations, has always been prominent in the company's advertising plans. Incidentally, all station managers, sales managers, reservation managers and department heads receive advance notice of ad placements in their area whenever possible. Check your local bulletin board for these announcements.

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Q. What determines the company's route expansion and when to seek new authority? For example, at Sacramento there seems to be a need for jet service to Klamath Falls. The evening F-27 to Klamath Falls is continually oversold and quite often requires an extra section. There have also been many requests for flights between Sacramento and Santa Ana. What are the chances of new flights between these points?

A. Route expansion is based primarily on economics. Will the revenue match the expenses incurred? At the same time a balance must be obtained between public need and the economic requirements of the airline. This airline will always seek new sources of revenue through route expansion, additional service or a number of other ways. We are aware of the examples you cite. However, placing a jet on the Klamath Falls/Sacramento run, while profitable during some peak periods, would not be economically feasible in the long run. A Santa Ana/Sacramento flight would place additional financial burdens on the company because of economic factors connected with competing with intra-state carriers such as PSA and Air California. For those reasons this route also would not be economically feasible at this time.

FAA Says 747 Safe, No Grounding Planned

The Boeing 747 is a "safe" airplane and the reliability of its engines has been "measurably improved," the Federal Aviation Administration said in answer to consumer crusader Ralph Nader's charges that the aircraft should be grounded.

An FAA spokesman said, "If there was anything wrong with the 747, the FAA

would ground it. Prompt steps have been taken by the FAA, the airframe and engine manufacturers and the air carriers to handle problems as they have developed in initial air carrier operations.

"As is normal for the entry of new aircraft into service, difficulties have occurred, but no greater than any other new jet aircraft."

Retiring....

Grace Chute, senior statistical clerk in San Mateo, after 10 years with the airline in Seattle and San Mateo. Having visited Europe, Scandinavia and Greece during her years with the airline, Grace hopes



Grace Chute

now to explore the Orient, Hawaii and Australia. From home base in San Mateo, she plans to take many excursions up and down the West Coast, especially to Seattle to visit her nine grandchildren.

• • • •

Foster Bell, Phoenix mail room, after 6½ years with the airline in Las Vegas and Phoenix. Bell, a native of Ohio, will remain in Phoenix where he "likes the climate" and "wants to see more of the countryside."

Golf Team Ties for 7th

Capt. Phil Mickelson, Las Vegas, and Bernie Hallock, director of general accounting, San Mateo, tied for seventh place in the fifth annual World Airline Golf Tournament played at Dorado Beach, Puerto Rico.

Hallock and Mickelson shot 147 in the best ball, low gross 36-hole tournament, 11 strokes behind the winning TWA team.

Forty-two airlines from 16 countries were represented in the meet.