

HUGHES AIR WEST

Vol. 3, No. 5

HUGHES AIR CORP.

June, 1971

Res' System Operational

Hughes Air West's new systemwide computerized reservation and communication network is operational.

"It was 'plugged in' on schedule last month," said Arch Miller, director of reservations and passenger systems. "Since then it has exceeded all expectations at every Hughes Air West office that is involved with handling passengers."

The new system marks one of the most significant improvements in the airline's history, he said, and is the fastest and most accurate in the industry.

It brings to the carrier for the first time the ability to instantly relay high-volume data between more than 100 cities and communities currently served by the airline in the eight Western states.

Television-type visual display equipment and high-speed tele-typewriters transmit information to stations and key offices throughout the system along telephone lines linked with computers based in Los Angeles.

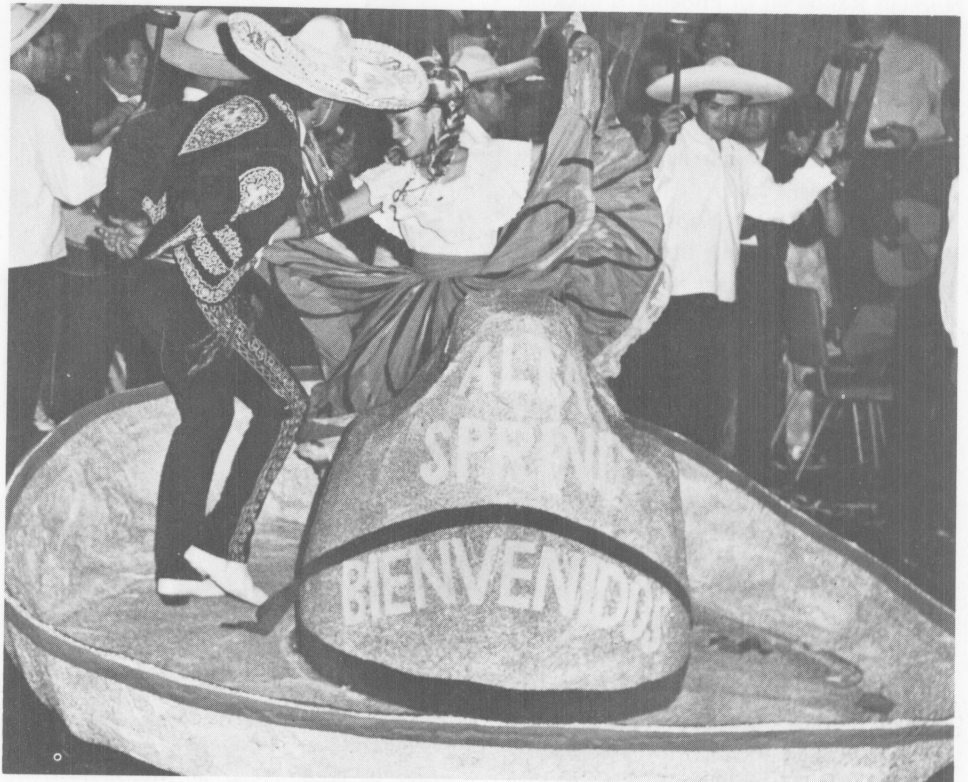
Hughes Air West's communications network—connected to an industry-wide computer system—has the potential of relaying passenger data on up to 999 flights serving more than 250 cities for a period of 340 days in the future, Miller said.

"What it means to us," he said, "is that employe reaction to passenger needs will be faster and more efficient."

Ad Agency Award

Hughes Air West's advertising agency—Foot, Cone and Belding—was awarded a plaque by the Radio Advertising Salesmen of Los Angeles for the best radio commercial in the month of March.

The award qualifies the commercial for the annual best radio commercial award.



HAT DANCE — These performers staged a real hat dance during the entertainment portion of the spring ALTA meeting at Guadalajara.

Hughes Air West Hosts ALTA

More than 180 persons, which included nearly all U.S. regional airline presidents, attended the annual Spring meeting of the Association of Local Transport Airlines (ALTA) May 12–15 in Guadalajara, Mexico.

The event, hosted by Hughes Air West, also attracted scores of airline suppliers from the U.S., Canada, and European countries.

Keynote speakers were Sen. Howard Cannon (D-Nev.), chairman of the Senate aviation subcommittee, and Robert D. Timm, newest member of the Civil Aeronautics Board.

After reviewing the 25-year progress of the local service carriers, Sen. Cannon said he was optimistic that the carriers will begin operating in the black in the future.

He said the CAB's subsidy figure for fiscal 1971 was \$58.6 million.

"As all of you know, the next thing that happened is pretty hard to believe. The administration announced that \$50 million must be spread over two years. I am sure that Congress will take care of that problem as soon as the appropriation committees complete their work," he said.

In a luncheon address, Timm praised ALTA for its work during the past quarter century. He discussed many problems currently confronting the regional airline industry, including service to small cities, intrastate and interstate airline problems, and third level carrier needs and services.

The four-day meeting was officially opened by the Governor of Jalisco,

(Continued page 10)

Co-Workers Help Out; Rekowski Says Thanks

Thanks to his fellow employes, Norman Rekowski of Phoenix is back on the job today.

Rekowski, a customer service agent now working in operations, has undergone 15 major operations after a boating accident almost a year ago that nearly cost him his right foot.

During his 100-day absence, Phoenix personnel worked over-time on a trade basis to help Rekowski maintain his income. Other good deeds included hospital visits, cards, flowers and magazines. Friends even got together to help with the gardening.

The nature of his injury kept Rekowski from his original position. He now needed a desk job. High-seniority personnel stepped aside and volunteered an opening to Rekowski in operations. He was chauffeured to and from work every day.

"Everyone continued to give assistance when and where possible. Strangers made themselves known and showed constant and deep feelings for a successful recovery," said Rekowski. "A sincere thanks to all of you".

Rekowski is scheduled for his final operation in July. Following a period of recovery, he will return to his position as a customer service agent.

The Newest Coffee Break: 'A Sip Before Flying'

Passengers aboard company aircraft are being served coffee in many cases before flight departures, according to Russ Fields, manager of passenger service.

The new coffee service began at "A" stations on an experimental basis, he said, but was expanded to include all stations last month.

Fields explained that passengers will be boarded 20 minutes before departure whenever possible to permit hostesses to serve the coffee.

The service is especially popular on early-morning originating flights, he said, because it gives passengers an "eye opener" before meals or snacks are offered.



Raul Fernandez

Fernandez Named Mexico Staff V-P

Raul Fernandez, general manager in Mexico, has been appointed a staff vice president.

Fernandez, a veteran of nearly 20 years in commercial air transportation, started his aviation career as a mechanic in the Mexican Air Force.

He joined American Airlines in 1952 as a ticket agent and three years later joined Western Airlines as a sales representative. He subsequently served as Western's regional sales manager for Latin America. He joined Hughes Air West in 1967.

Fernandez is an active member of the Executives for Transportation, Hotels and Agencies; SKAL (a transportation industry organization); the Airline Traffic Committee in Mexico City; and the Mexican Association of Travel Agents.

His office and home are in Mexico City. He and his wife, Elia, have three sons.

HUGHES AIR WEST

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

Personnel to Change Employee ID Numbers

New employe numbers will be assigned to all Hughes Air West personnel in August.

According to Wayne Wiggins, personnel director, the changeover will produce a more efficient and common numbering system throughout the company.

Likewise, he said, the new numbers will work better with the airline's new computerized employe identification system and also will lend themselves more effectively to new identification cards and badges being developed by the security department.

Wiggins said his department plans to issue personnel action (P-4) forms to each employe. The forms are to be checked for accuracy and returned with pencilled corrections to the employe's supervisor.

The forms then will be sent to benefits and records where all employe's files will be updated, Wiggins said.

Scoreboard

HUGHES AIR WEST TRAFFIC

April			
	Apr. '71	Apr. '70	% change
PAX	243,873	215,814	+13
RPM	79.5 mil	65.6 mil	+21
Load Factor	48.3	39.9	
Cargo Ton Mls.	619,667	575,842	+8
Cargo Lbs. Brd.	3.3 mil	3.6 mil	-10

May			
	May '71	May '70	% change
PAX	234,374	237,121	-1.2
RPM	74.7 mil	70.7 mil	+5.5
Load Factor	44.6	41.4	
Cargo Ton Mls.	not avail.		
Cargo Lbs. Brd.	not avail.		
On-time	88.4	89.2	

YEAR TO DATE

	1971	1970	% change
PAX	1.15 mil	1.11 mil	+3.1
RPM	374 mil	341 mil	+9.5
Load Factor	45.9	42.6	
*Cargo Ton Mls.	2.28 mil	1.82 mil	+25.1
*Cargo Lbs. Brd.	13.1 mil	11.9 mil	+9.7
On-time	83.1	86.4	

*Year to date through April only.

Financial Results

(in thousands)

	May		Year to date	
	1971	1970	1971	1970
Total revenue	\$8,275	\$6,838	\$39,342	\$32,692
Total operating expenses	8,545	7,072	40,805	35,886
Operating profit (loss)	(270)	(234)	(1,463)	(3,194)
Non-operating income (expense)	(213)	(402)	(1,261)	(2,329)
Net profit (loss)	(483)	(636)	(2,724)	(5,523)

Hostess, Agent Get Award Cash

Helen J. Francisco, Phoenix-based hostess, and Joseph L. Barros, operations agent in San Diego, have been selected Hughes Air West's outstanding employees for the month of April.

Both received a \$250 cash award and became eligible for the annual award of \$500, a week's time off and trip passes anywhere in the world.

Mrs. Francisco represented hostesses in Phoenix. She joined the company in 1963 in Las Vegas and later that year transferred to Phoenix.

Barros represented stations personnel from the southwestern region. He joined the company in 1961 and has worked for Hughes Air West in Page, Cedar City, Phoenix and Santa Ana.

Letters nominating Mrs. Francisco praised her for courtesy and concern, stating "she truly enjoys hostessing" and "she serves every item as graciously as possible."

Barros' fellow employees commended him for his extra work in building the Hughes Air West air freight business. One letter stated, "Through this employee's aggressive and creative efforts, he has assisted in developing new revenues for the company."



OUTSTANDING EMPLOYEES — Joseph Barros and Helen Francisco were named April's outstanding employees.



STATION WINNER – Yakima station manager Bob Clayton is a happy man after his personnel received the station department on-time award for class B stations for April.

Portland, North Bend Repeat; Yakima Wins

Yakima achieved a notable first in April—the best on-time performance in its station class—and gained a trophy for doing it.

Other winners were Portland for its third month on top in the class A division and North Bend which retained the class C trophy a second month.

Yakima won the class B trophy from Sacramento when only one flight out of 346 was delayed in April.

North Bend won class C with a perfect record of no delays while handling 111 flights.

Portland remained on top in class A with 19 flights delayed out of 671, or 2.8 per cent.

Twelve class D stations had perfect records with no delays. Paso Robles took the lead with the most flights operating (103). Other class D stations with no delays include Pocatello, Olympia, Tacoma, Apple Valley, Hoquiam, Santa Rosa, Mazatlan, Great Falls, Ontario, Roseburg and Lake Tahoe. The class D trophy is given out quarterly because of

the small number of flights. The next award will be given in July.

A controllable delay includes time lost because of aircraft servicing, cargo and passenger boarding, catering and oversales. Gate congestion, passenger connections, air traffic control and weather do not count against a station's record.

Governor Picks Cooper

Don Cooper, district sales manager in Boise, has been appointed to the Idaho Commerce and Development Council by Gov. Cecil D. Andrus.

The seven-member advisory group meets bi-monthly to discuss the state's over-all commerce and development and to establish budgets and guidelines for Idaho tourism, Cooper said.

The council also seeks ways to attract new industries to the state, he said.

Cooper will represent the Boise Valley on the council.

Las Vegas Agents Get Commendation

Ryan Johnson, chief agent at Las Vegas, and two of his co-workers have been commended by Hughes Air West for "doing everything humanly possible" in attempting to save the life of a woman at the McCarran Field terminal.

The incident occurred when Johnson observed the woman lying on the floor near the ticket counter.

He gave immediate assistance and sent others for medical aid.

Johnson was helped in his efforts by Don Crowley and Andy Lewis.

Each of the three received an official commendation, relayed by Eric Wilson, assistant stations director, which read in part:

"Although the outcome was unfortunate, your actions express your concern for the life of another human being and this quality in an individual is indeed admirable."

'Welcome A Visitor' Campaign Needs You

Job opening: sidewalk ambassador.

The position requires no experience, has no regular hours and lacks a boss.

But then, it doesn't pay a salary either.

The job as volunteer sidewalk ambassador is offered as part of the fourth annual "Welcome a Visitor" campaign, sponsored by the Society of American Travel Writers (SATW).

Some 123 million Americans and 14 million foreigners will be "tourists" in the United States this year, according to the SATW. Many of them will be vacationing in Hughes Air West country this summer.

Anyone, anywhere, at any time can extend a hand to a traveler by using these suggestions put forth by the society:

1. Ask a stranger who appears lost or hesitant if he needs help.
2. Take time to give accurate, specific directions; perhaps walk a few blocks to point out the way.
3. Offer to take a snapshot of the traveler with his camera.
4. Be informed about local sights.
5. Be friendly and helpful.

Company Hosts Mexican Guests on Post-Inaugural Flight

Nearly 70 Mexican dignitaries—federal, state, municipal and business leaders and newsmen—arrived in Phoenix May 19 from Guadalajara and Mexico City for a two-day visit and the first international activity of its kind for the Arizona capital.

They were special post-inaugural flight guests of Hughes Air West, which inaugurated direct passenger service into Guadalajara to become the first U. S. scheduled carrier to fly to Jalisco State's capital city, April 25.

At the same time the regional airline's new western Mexico routes leading to the country's second largest city gave Phoenix non-stop air service for the first time to a foreign nation.

"Purpose of the post-inaugural flight," said **Raul Fernandez**, Hughes Air West staff vice president and general manager for Mexico, "was to expose the leadership in the Mexico City capitol, the state of Jalisco and the city of Guadalajara to the many attractions of Arizona and the Western U. S. through the new Phoenix gateway."

"It was the first time that many of the guests visited this country."

A reception committee, comprised of Phoenix municipal and civic officials and airline representatives led by general manager **Irving Tague**, greeted the Mexican contingent at Sky Harbor International Airport.

A banquet was held the first night at Paradise Valley Golf and Country Club where the group met Arizona and Phoenix-area officials.

Highlight of the next day's schedule was a bus tour of scenic and recreational attractions in Phoenix, Scottsdale, Tempe and Mesa—with a stop at a typical, modern U. S. shopping center.

That night the visitors were treated to a traditional western barbecue at the Mountain Shadows Hotel in Scottsdale. (See story on Page 6)

The addition of Guadalajara with its population of 1.5 million to the airline's route structure brings to four the number of key Mexican cities served by the carrier—more than any other U. S. airline.



A brass band welcomed the guests.

The 'Happening' Happened - Again

There was another "happening" on May 19.

But this time Mexicans were visiting the U.S. as compared to the April pre-inaugural flight when Americans visited Guadalajara.

Nearly 70 distinguished guests from Guadalajara and Mexico City were flown to the gateway city of Phoenix aboard a Hughes Air West "post-inaugural" flight for a special three-day tour of the Arizona capital.

As they deplaned at Sky Harbor International Airport, a brass band greeted them in real American style. The band was provided as a courtesy by Luke Air Force Base for the official visit.

and local officials. These were acknowledged by their counterparts from Mexico. A trio played Latin music so delightfully many of the guests improvised a community sing which recalled many of their own native songs.

Afterwards, some of the guests departed for downtown Phoenix to see what nightlife is really like. It was their first visit to Phoenix—and for many, their first to the U.S.

The next day breakfast was voluntarily rushed because they were anxious to get on with the day's activities. A chartered bus tour of the Phoenix-Tempe-Scottsdale area was scheduled. They saw uptown, downtown, urban and

different world—Big Surf, Arizona's ocean. This was the highlight of the tour. The place was crowded that day with almost 1,000 young people enjoying the surf, sand and sun. Many of the Mexican guests promised to return in a swim suit to try the desert surf-board riding.

Next was a poolside lunch at the Carefree Inn located in a resort city north of Phoenix.

The remainder of the afternoon was open for shopping with buses provided to take the guests from the hotel to near-by shopping centers.

That evening, they were treated to a shoot-out, a hanging and a barbecue, all in typical western fashion. A professional



The reception line was at Sky Harbor International Airport.



Immigration clearance was the first order of business.

Then there was a reception line, headed by company and city officials, before the group was escorted to the elegant Mountain Shadows resort in nearby Paradise Valley.

A few managed to take time out for a cool dip in the Mountain Shadows' giant palm-lined pool before meeting at the Paradise Valley Golf and Country Club for the official banquet—an event which quickly turned into an informal affair. Under U.S. and Mexican flag decorations, the guests mingled with their business and political counterparts from Phoenix, Tucson and Scottsdale in a relaxed social atmosphere.

Greetings were offered by company

suburban areas.

Many were surprised to find Phoenix very similar to Guadalajara—an open city, clean of debris with tall excellent looking buildings mixed well with attractive homes, business offices and wide thoroughfares. They didn't have a chance to feel homesick.

The members of the news media took many notes and cameras clicked continuously throughout the tour.

At a brief visit to Arizona State University, the group was treated to a 10-minute mini-concert by a student playing the giant pipe organ in Grady Gamage Auditorium.

A few minutes later they were in a

acting group known as "Guns For Hire" provided the outdoor entertainment at poolside. The realism of the simulated shoot-out brought loud rounds of applause from the appreciative audience. The show concluded with the "hanging" of the remaining bad guy.

As a side feature, the Mexican guests were given a chance to "die" in true theatrical fashion. Five volunteers were "shot." Each did their best to die better than the others. Audience applause determined the winner who was presented a wooden tombstone proclaiming his newfound talent.

Thick T-bone steaks barbecued in an open pit, mountains of salad and rich bar-



A community sing was one of the highlights of the banquet.

becued beans were the fare for dinner—the perfect viands to end an also perfect day. Each guest was also given a bolo tie which was decorated with the official Arizona emblem.

The next morning, Phoenix Mayor John Driggs came by to bid the guests

farewell and exchange gifts with Mexican government representatives.

The buses were loaded and driven off to the airport for an on-time 10:25 a.m. departure for home.

The enthusiasm projected by the guests still was greatly evident.

One man did an impromptu hat dance at the bottom of the boarding stairs. His companions cheered his efforts. Another asked a Hughes Air West staffer to take his picture alongside the aircraft. Others just climbed into the plane and relaxed in the seats.

The happening had happened—again.



Smiling faces bid a warm “adios.”

Post-Inaugural Flight Hosts Officials and Newsmen

Sixty-eight Mexican travel, government, hotel and news officials were the guests of Hughes Air West during a special post-inaugural flight to Phoenix May 19-21. They are:

PUBLIC OFFICIALS

Alejandro Ocampo Castanon, Immigration Representative; Enrique Perez Castro, Civil Aeronautics; Francisco Cinta, National Tourism Council; William B. Connet, U.S. Consul General; Jesus Preciado Garcia, Tourism Department; Adolfo de la Huerta, Tourism Department; Eduardo Iniestra, Department of Inspection; Horacio Macalpin, Director of Guadalajara Convention Bureau; Alfonso Torres Mata, Director of Tariffs; Jose Guadalupe Barocio Olmedo, Immigration Chief; Genaro Muniz Padilla, Jalisco Government Office; David Loera Ramos, National Tourism Council; Francisco Javier Garcia Reyes, Department of Assorted Services; Francisco Riveroll, Nacional de Combustibles de Aviacion; Gerardo Lopez Ruiz, Department of Tariffs and Transport; Anthony Rump, American Chamber of Commerce; Carlos Pizano Saucedo, Guadalajara Department of Public Relations; William Tappe,

U.S. Travel Service; Juan de Dios de la Torre and Pola de la Torre, Vice-President of the City of Guadalajara; Hugo Padilla Urtaza, Department of Tourism (Mexico); Alfonso Pimentel Villasenor, Municipal Presidential Staff; Alfonso Becerra Zavala and Celmira Becerra, Department of Press and Publicity of the City of Guadalajara.

BUSINESS AND ORGANIZATION REPRESENTATIVES

Julian Acosta, Viajes Globo; Jose Aguilar, Posada Guadalajara Hilton; Pedro de Aldrey, Guadalajara Hilton; Luis Baena, Camino Real (Chapala); Ana Rosa Macias Chavez, Convisa; Alberto Lopez Codina, Fenix Hotel; Fernando Maxemin Coppel, Viajes de Mexico NICSA; Horacio Dam, Promotions and Airport Services; Antonio Donnadiu, Foote, Cone and Belding; Olivier Friedle, Villa Montecarlo; Sergio Diaz Guerrero, Viajes Universales Unitur; Jose Pedro Limberopulos, Copa de Leche Catering; Clara Ruiz Llaguno, Tequila Providencia; Jorge Mackissack and Gabriela Mackissack, General Manager, Panorama, S.A.; Guillermo Martinez, Roma Hotel, President of Hotel and Motel Association; Carlos Orendain, Tequila Orendain;

Carlos Puga, Hilton Hotel; Luisa Ramos, Hecht Travel Service; Francisco Javier Sauza, Tequila Sauza; Carlos Siliceo, El Tapatio Hotel; Jorge Ramirez Sotomayor, Casa de las Artesanias; Douglas Stockdale, American Airlines; Anaya de Torres Trejo, Viajes Torres Trejo; Iris Zepeda, Hecht Travel Service.

PRESS REPRESENTATIVES

Jose Aguilar Arevalo, El Sol de Guadalajara Newspaper; Angel Centeno, El Occidental Newspaper; Miguel Duran Cerna, Jalisco Photographer; Felipe Cobian, El Diario Newspaper; Antonion Corona, Tequila Sauza; Adrian Felix, Mexico Travel and Hotel News; del Refugio V. de Figueroa, Excelsior Newspaper; Juan de Dios Garza Garcia, Novedades; Arturo Gonzalez, El Herald; Alejandro Ruiz Juarez, Novedades; Jack McDonald, Colony Reporter; Roberto Mena, The News; Ignacio Orduno, El Occidental Newspaper; Jaime Ortega, Mexico Travel and Hotel News; Eugenio Rene de la Parra, Gazeta; Enrique Resendiz, Turistampa; Juan Antonio Llanes Rodriguez, El Occidental Newspaper; Manuel Campos Diaz y Sanchez, Excelsior; Luis Sevillano, El Universal.



A pool-side lunch was served at Carefree.



NEW PRESS — Rick Aspitarte, lead press operator, checks the first printing job off the company's new \$20,000 press following the unit's installation last month.

Printing Quality Boosted by Press

Notice anything different about this publication?

Sharp eyes will see improvement in the printing quality of this and the special April/May Guadalajara issues.

The reason is a new "Original Heidelberg" printing press in the company print shop at the San Francisco general offices.

This press was bought by the company for printing large volume promotional material such as quick reference time-tables, travel planners and sales brochures. Up till now, many of these items have been printed by an outside vendor at an increased cost to the company.

Harvey Kyllonen, print shop manager, said "the new press has no peer in printability."

The machine also has a multi-color capability.

Statistically speaking, the new press weighs 8,000 pounds and can print a whopping 10,000 sheets an hour.

And that's a lotta paper.

Eight Get New Management Positions

Eight men have been given new management jobs with Hughes Air West.

Martin Empy was named senior marketing research analyst. He joined the company in 1968 as analyst in the research and development department. He is based at San Mateo.

W.E. Stombaugh joined the company as airline systems planner at Phoenix. He came to the company from the U.S. Navy. His last assignment was officer-in-charge of the data processing center at Miramar Naval Air Station, San Diego.

D.E. Knutsen was named airline systems planner at Phoenix. He joined the company in 1968 as an engineer in the maintenance department.

Owen Hayhurst was named manager of employment. He joined the company

in 1970 as personnel representative. He is based at San Francisco.

Ed Hall was named manager of taxes. He had been senior auditor. Hall joined the company in 1969. He is based at San Mateo.

Tom Finn was named advertising manager. He had been advertising coordinator. Finn joined the company in 1963. He is based in San Mateo.

Joe Smith, formerly regional sales manager, was named manager of field sales administration, based at San Mateo. He has been with the company since 1963.

Juan Sparhawk was named sales representative in San Francisco. He joined the company in 1969 and since worked as a station agent and in flight control and crew scheduling.

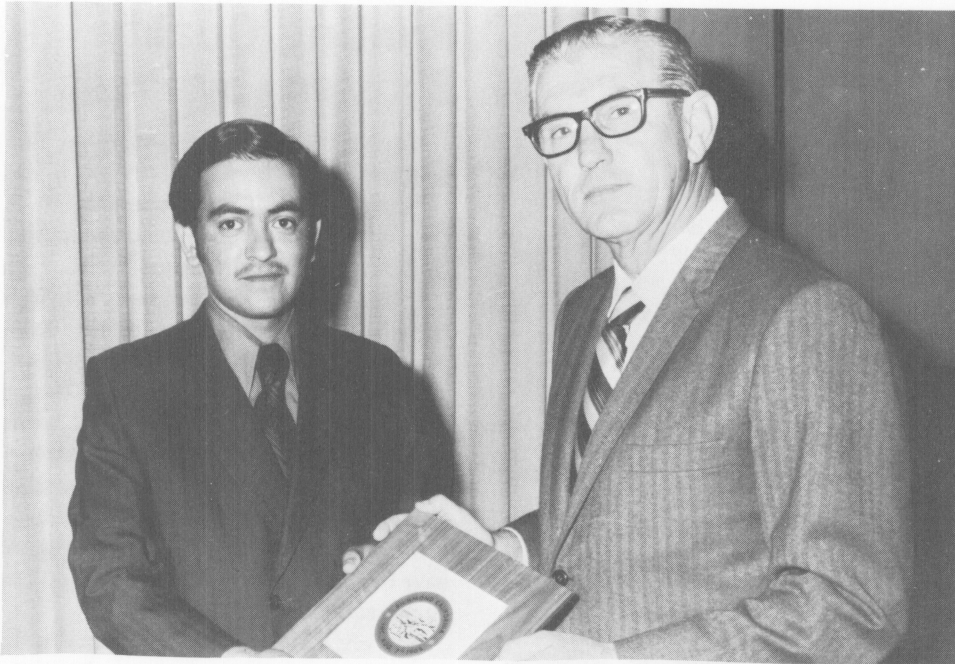
New Bus Service For GO Employees

A new contract providing on-time employe bus service at San Francisco International Airport has been signed by Hughes Air West, Western Air Lines, American Airlines and Allied Aviation Service Company of California.

The improved employe bus service, utilizing two new yellow school buses, operates at 10-minute intervals between 6:30 a.m. and 11 p.m. and at 20-minute intervals between 11 p.m. and 6:30 a.m.

The route of the bus service includes the Hughes Air West general office, Western hangar, American parking lot and hangar, Piers 'D', 'E', and 'F', and American's air freight office. The buses clock in at the Western hangar to insure on-time performance.

Dick Allard, manager of property services, said, "the new 10-minute service is definitely an improvement over the previous bus system which operated at 20-minute intervals."



GOODWILL—Luis Corral, (left), acting Mazatlan station manager, presents a plaque—one of three from the City of Richmond—to Mazatlan Mayor Ricardo Urquijo. Earlier the mayor and other Mazatlan leaders presented similar plaques to Richmond city dignitaries visiting the Mexican resort city. The return courtesy was made possible by the Hughes Air West personnel who transported plaques and arranged the formal presentation in Mazatlan.

Travel Bargains

These San Diego-area businesses offer special rates to Hughes Air West employees. In each instance contact the agency named.

The U.S. Grant Hotel reserves deluxe-rooms with king or queen-sized beds for \$10 single or \$12 double.

The Sheraton Airport Inn offers a 50 per cent discount with prices beginning at \$9 for a single.

VAL CAR Rentals has a special week-end rate of \$6 per day plus 12 cents a mile. Offer good Friday noon through Monday morning.



Sun Valley Spring Interline Week will be June 25 through July 1. Special room rates available. Hughes Air West will sponsor an interline golf tournament June 26. Men's and women's tournaments will be held separately. A tennis tournament will be held on the same day. Other activities

include a hot pants contest on June 29 and a special outdoor barbecue. Write to Sun Valley Interline Party, Sun Valley, Idaho 83353.



Eagle Airlines is offering a half-fare space available rate to all airline employees. The line operates between Seattle/Tacoma, Port Angeles and Bellingham, Wash.



Flagship Hotels, a subsidiary of American Airlines, offers \$9 single and \$12 double rates for airline employees at its nine hotels located at Rochester, N.Y.; Cincinnati, Ohio; Honolulu; Mexico City; Seoul, Korea; Arlington, Texas; and Acapulco. Rates vary during peak tourist seasons at Arlington, Texas and Acapulco hotels. Employees must request rooms in writing to hotel manager well in advance of planned arrival. Company identification will be required at check-in.

Picnic Planned

The San Francisco region employee's club picnic, featuring the nimble-fingered magic of the Great Orcini, will be held July 10 at Blackberry Farm in Cupertino, Calif.

There also will be swimming, baseball, horseshoes, volleyball, bridge, bingo and a luggage sale. Steaks, hot dogs with all the trimmings, ice cream, beer and soda pop will add to the day's festivities.

Action begins at 9 a.m. and lasts all day. Entrance tags will be required. Prices are \$1.50 for adults and \$1 for children with no charge for children six and under. Singles may bring one guest at the above prices. Additional guests will be charged \$3.50 for adults and \$1.50 for children.

All Hughes Air West employees are invited. Contact Joy Hyde, ext. 240, San Francisco.

ALTA Conference

(From page 1)

Alberto Orozco Romero, with a special greeting to ALTA members and guests.

The conference included many workshop and business sessions designed to discuss and resolve problems facing the local airline industry and to establish future policy positions. Airline suppliers who are members of the Association of Local Transport Airline Suppliers (ALTAS) held their own workshops.

While the meetings were in progress, wives were treated to tours of the city and special luncheons.

Highlight of the evening programs included an elaborate banquet at the Camino Real Hotel and a colorful fiesta at the Guadalajara Hilton. The fiesta, which included a Mexican folk dancing performance and various Mexican musical groups, was the final event of the conference.

Many of the attendees, including airline presidents, praised Hughes Air West for organizing the "best" conference ever held in ALTA's history. Dick Neal, director of sales, Larry Curns, director of customer services, and Robert Donohue, director of payload control, coordinated the conference.



MECHANICS INVENTION — Mechanic Art Meyer, lower right, designed and built this maintenance service vehicle from a scrapped baggage cart. Mechanic Don Sailer, top left, uses the vehicle here to check the oil in a F-27 engine.

Portland Mechanics Convert Bag Cart

Portland mechanics have converted a scrapped electric baggage cart into a usable vehicle to carry supplies and function as a mobile maintenance stand.

Art Meyer designed the vehicle to provide easy access to F-27 engines.

"Since we spend a lot of time checking oil and other elements of the F-27 engines, we felt something like this would help us a great deal," Meyer said.

The cart can also be used to carry tires, brakes and other equipment. It has a hitch attached for towing an air compressor.

Without the unit, the mechanics had to carry a ladder to each aircraft they serviced. Spare parts also had to be hand carried, sometimes causing some jobs to take extra time because of the number of trips from the ramp to the maintenance office.

Reservation Manager Issues Challenge

A new departmental "competition" has been launched.

In February, competition began between stations department personnel in each of the airline's 72 airport cities.

Now it's the reservations department's turn.

Charlotte Peters, reservation manager at San Francisco, claims that her office is the best.

She's challenged the reservation offices at Los Angeles, Seattle and Phoenix to prove her wrong.

The competition will work this way. Each office will accumulate points during a month for its standing in the following categories:

- number of calls received, compared to the percentage of calls lost
- ticket-by-mail and group sales revenue
- number of referrals by city ticket offices to the consolidated reservation offices for pre-ticketing purposes

— reduced lost time and reduction of overtime

— the number of calls per hour, per agent based on a departmental standard of 15 calls per hour, per agent

— total number of passengers boarded in the reservation office's sales area

Value will be assigned to each category and the winner will be determined from the total points obtained.

The winning office will receive a revolving plaque to keep until another office has a better monthly score. The office that wins the plaque the most times in a year will keep it permanently.

The first award will be made in July, based on June's figures. The initial plaque will revolve for six months and be permanently presented to the winning station at the end of that time.

Subsequent plaques will revolve for 12 months.

Employees Celebrate Service Anniversaries

These employees celebrated service anniversaries during May:

TWENTY YEARS

Kalispell — Bob Price, station manager.

FIFTEEN YEARS

Phoenix — Al Butt, assistant district manager maintenance. Seattle — T. Nakanishi, mechanic.

TEN YEARS

Phoenix — L. C. Colwell, station agent. Seattle — P. Doctor, teletype operator.

FIVE YEARS

Boise — D.R. Grasmick, station agent. Chico — J.E. Sieberg, station agent. Klamath Falls — J.C. Gilliatt and V.C. Moore, station agents. Los Angeles —

D.M. Long, M.M. Nakamura and K.L. Sellers, reservations agents. Ontario — W.L. Attaway, station agent. Pasco — K.W. Conrad, cleaner. Phoenix — Paul Denney, building manager; M.D. Fischer, reservation agent; R.R. Garrison, manager maintenance specifications; R.J. Hansen, stock clerk; K.E. Libby, station agent; Darla Love, secretary; Bobbie Mackenzie, secretary; T.R. Moulder, mechanic; D.S. Radtke, reservation agent; Marilyn Redmond, receptionist; P.R. Sutton, junior clerk; R.W. Windred, station agent. San Francisco — M.L. Cue, teletype operator; Francis Fleming, junior clerk; D.L. Keeney, reservation agent; Marlene McLachlan, senior clerk; Margaret Ryan, executive secretary; E.A. Sheridan, reservation agent. Seattle — S.M. Morgan, teletype operator; E. Reichenback, reservation agent.

Ad Campaign Promotes Mexico, Vegas Stop-Over

A stop-over in Las Vegas for as little as a dollar and promotion of passenger traffic to Mexico are the subjects of new advertising campaigns by Hughes Air West.

Passengers flying between Los Angeles, Burbank, Ontario or Santa Ana and Salt Lake City, Boise, Spokane or Calgary can stop over in Las Vegas by adding \$1 to the regular price of their round-trip ticket.

Likewise, for an extra \$11 passengers traveling between the four Southern California airports and Phoenix or Tucson can stop over in Las Vegas enroute.

Information on Las Vegas stop-over

fares, plus special destination advertisements, are being offered to the traveling public through radio, newspaper, selected magazines and outdoor media in major Hughes Air West cities in Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.

The company's new service to Guadalajara has been presented to the public via 60-second color television spots filmed in the Mexico city. They were aired in Salt Lake City, Phoenix, Tucson, Las Vegas and Reno. They are currently running on two San Jose television stations.

The new Mexico service is also

featured in five national trade publications. Full-page ads will appear in the publications throughout the remainder of the year.

Summer passenger traffic to Mexico out of four central California cities served by Hughes Air West is being jointly sponsored in a campaign with Mexicana Airlines.

The ads, appearing in newspapers in Santa Barbara, Fresno, Monterey and Bakersfield through mid-June, urge residents of those cities to fly to Los Angeles with Hughes Air West and connect there with non-stop Mexicana flights to Mexico City, Mazatlan or Puerto Vallarta.

Tom Finn, advertising manager, said "the new campaigns are geared toward increasing passenger flow between potential market areas and key destination cities."

Next time to Los Angeles, add \$11.00 to your fare.



We'll add Las Vegas.

Our \$11.00 Las Vegas Stop-Off works like this. Let's say you've got plans to fly to Los Angeles soon. For the price of your round-trip ticket, plus \$11.00 more, you can stop-off in Las Vegas.

It might be just the way to unwind after a difficult business meeting. Or make it a second honeymoon and surprise the wife. Combine it with our unique Hughes Air

West Family Plan Fares, and your wife can meet you in Las Vegas. Leave any day, this Family Plan has no day restrictions. Whatever you want to make of it, our \$11.00 Las Vegas Stop-Off is too good to pass up. If you have any questions, call a travel agent or Hughes Air West: Tucson, 624-7427; Phoenix, 273-9111.

Only Hughes Air West.

More Seats for DC-9s

All Hughes Air West DC-9-30 aircraft have been modified to contain 98 seats, Bill Drechsler, director of maintenance, said.

In the new configuration the seat pitch, or distance between seats, averages 36-inches. It had been 38-inches prior to the modification. The aircraft contained 93 seats at that time.

No passenger complaints have been received by the company since the conversion.

Agent Gets Scholarship

Steve Monaco, San Francisco customer service agent, has been awarded a \$1,000 scholarship by the College of San Mateo.

The money will go toward Monaco's additional pilot ratings. The scholarship program was set up to give men training in anticipation of becoming a commercial airline pilot. He will receive college credit for his pilot training.

Monaco, who holds a private pilot's license, joined the company in 1968 from Weaver Airline School.