HUGHES AIRWEST

Vol. 3, No. 8 HUGHES AIR CORP. September, 1971

THE NEW LOOK – Hughes Airwest's new look is most obvious on its fleet of DC-9 aircraft. The first of the fleet to be painted (above) taxies away from the company's Boeing Field hangar, where painting was done, to enter scheduled service.

The New Look: Unlike Any Other Airline

Hughes Airwest's new look tosses aside staid traditions commonplace in today's airline industry in favor of futuristic concepts, designs and technology.

At its first public showing Sept. 28 at SEA/TAC, Hughes Airwest changed its colors from nose to tail and its fashions from head to toe.

The pace-setting techniques include:

– Bright yellow aircraft, sprayed with a paint containing simulated pearl fragments to reflect the rays of the sun.

– Classic styles for hostesses that shun fad fashions such as maxis, minis, slacks and hot pants.

– Specially treated windows that like visors on astronauts' space helmets, reflect like a string of silver mirrors.

– A new, bold insignia that is unlike the prosaic circular symbols prevalent among other airlines.

– An original logotype style for the airline's name that lacks curves and shows one letter form continually emerging from another; a sort of visual shorthand.

The new aircraft colors, Sundance Yellow complemented by Universe Blue, also will be coordinated in all ensembles to be worn by hostesses, ticket agents, and public contact employes. The same colors eventually will be used inside the passenger cabin.

"It is a total concept airline," Mario Armond Zamparelli, internationally-known designer, said. "It is avant-garde in a new sense. The designs are not based on acceptance because of prior familiarity," he said.

Zamparelli, president of Zamparelli & Co., a Los Angeles-based graphic and industrial design firm, directed the airline's new image program.

"We now can say that all airlines are the same until we talk about Hughes Airwest," he said.

A number of "firsts" in the airline industry will be established as a result of the changes.

In order to obtain a highly reflective quality on the aircraft windows, one of the Plexiglas panes on each window was treated with a vacuum deposition of aluminum particles. A similar technique

(Continued Page 12)

ATTENTIVE STUDENTS – Three mechanics from Union of Burma Airways are receiving on-the-job-training from Hughes Airwest's Steve Jones. Jones and three other Hughes Airwest maintenance specialists have been instructing UBA personnel for 15 months in Southeast Asia.

Burma Airline Maintenance Training Contract Extended Through End of '71

Four Hughes Airwest maintenance technicians on special assignment with Union of Burma Airways in Rangoon will remain there at least through January at the request of UBA.

The four – **Jim McManmon, Jorge Mayor, Jack Zogg** and **Steve Jones** – have been in Burma for 15 months assisting UBA in its operation and maintenance of a 727 aircraft sold to the airline in June, 1970, by Hughes Airwest.

"Our operation with UBA is very unique," **Bob Jorgensen**, staff vice president of maintenance and engineering, said. "We are the only airline of our size to provide this kind of service for another airline, especially a foreign flag carrier."

The Hughes Airwest personnel are providing on-the-job-training for their UBA counterparts, rather than just administrative services as in most agreements of this kind, Jorgensen said.

The UBA 727 is the airline's only pure jet equipment. It initiated service between Rangoon-Bangkok-Hong Kong last year and Calcutta and Kathmandu recently have been added to the schedule.

The jet is flying 175 hours a month, or about six hours a day. (Hughes Airwest, DC-9 fleet averages about 7.5 hours per aircraft of flight daily.) In the 15 months the 727 has been in service with UBA, it has experienced only one flight cancellation for mechanical reasons.

Name Not Changed; Just New Spelling

It's now Hughes Airwest.

Although the name of our airline remains the same, the manner in which it is written has changed to match our new company logo.

Just remember that it's a two-word name, instead of three. "Hughes" is the first word and Air West becomes "Airwest," or the second word.

Meanwhile, our new image – specifically the new yellow and blue corporate colors, new uniforms, new mark (insignia) and new logo (type style) – is catching on internally. Employes at Phoenix, Las Vegas, San Francisco and Seattle have seen it and expressed overwhelming approval.

Public exposure of the new image is being planned in 19 key Hughes Airwest cities for this fall.

Four French Senators Visit Hughes Airwest

Four influential members of the French National Senate visited Hughes Airwest's executive offices Sept. 22 as part of a fact-finding trip on the American airline industry.

They are in this country seeking ideas that would be adaptable to their own air transportation system. Their visit included a world-wide airline – Pan American; a large domestic airline – United; and a regional carrier – Hughes Airwest. They also visited the Lockheed, Douglas and Boeing aircraft companies.

The members of the delegation were Marcel Fortier, Henri Henneguelle, Yves Durand and Pierre Vallois. They are all members of the French Senate's financial commission on civil aviation.

HUGHES AIRWEST

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

How We're Doing:

Revenue Miles for Passengers, Cargo Show Increase

Hughes Airwest's fare-paying passengers flew 5.5 per cent more miles in the first eight months of 1971 than in the comparable period a year ago.

Cargo traffic also continued to post sharp performance increases during the period throughout the regional airline's 72-city system.

Fewer passengers boarded Hughes Airwest flights in the first eight months than in the year-ago period – 1,915,836 versus 1,924,711 or a decrease of 4.6 per cent.

However, these passengers flew 620,754,454 miles, compared with only 588,430,060 miles in the 1970 period.

The average load factor (percentage of seats filled) jumped to 46.4 per cent from 44.7, while passenger density (the average number of passengers flying one mile) rose 11 per cent to 34.3 from 30.9.

The carrier's systemwide on-time average dipped slightly during the period to 85.2 per cent from 87.3 a year ago.

Some 13,868 tons of cargo were boarded in the first eight months, or 20.6 per cent more than the 11,496 tons a year ago. Total cargo ton miles (one ton of cargo traveling one mile) flown totaled 4,728,677, compared with 3,774,248 miles in the similar 1970 period. This is an increase of 25.3 per cent.

The airline's on-time performance and cargo traffic rose last month over August, 1970, but passenger volume dipped slightly.

Cargo ton miles flown increased 33.1 per cent – 623,647 versus 468,443 in August, 1970. Cargo tons boarded totaled 1,797, or 20.8 per cent more than the 1,488 tons a year ago.

Last month's on-time average rose to 86.7 per cent from 85.1 in 1970.

Passenger density climbed 2.8 per cent to 37.2 from 36.2, while the total miles flown by fare-paying passengers dropped .4 per cent to 87,461,175 from 87,846,136 in August, 1970.

The month's passenger boardings dropped 5.6 per cent to 269,508 from 285,565 in August, 1970. This resulted in an average load factor for the month of 49.1 per cent, compared with 51 per cent a year ago.

Financial Results

(in thousands)

	AUGUST		YEAR TO DATE	
	1971	1970	1971	1970
Total revenue	9,153	8,028	65,530	55.597
Operating expense	8,591	7,743	66,522	59.205
Operating profit (loss)	562	285	(992)	(3,608)
Non-operating income (Expense)	(202)	(329)	(1,849)	(4,005)
Net profit (loss)	360	(44)	(2,841)	(7,613)

Pilot, Clerk, Agent Receive Suggestion Award Cash

Three employes received cash awards for suggestions made to the company in August.

Joseph H. Jobe, a Seattle pilot, and **Eleanor Bryant**, a San Francisco accounting clerk, submitted the same suggestion. They asked the company to include flight per diem and agent cleaning allowances in the regular payroll checks. They said this would save issuing more than 1,000 extra checks each month.

The accounting and data processing departments anticipated a $1062.24 savings from the suggestion. Mrs. Bryant and Jobe shared the award of $106.22.

Bert Pedersen, a San Francisco station agent, suggested the use of an expedite tag for forwarding baggage to repair shops. He said this method would replace the use of airbills and airbill envelopes and result in a savings of paper work, time and money. He received $35. This is his second suggestion award. He previously received $44.20.

An employe can win up to 10 per cent of the anticipated annual savings to the company or an assigned amount when the suggestion does not represent annual dollar savings. The maximum award is $10,000 and the minimum $25.

Suggestion forms and program outlines are available through the San Francisco personnel office.

Parashis, Stewart Are Outstanding Employes

Trudy Parashis and **Stan Stewart** have been named the company's outstanding employes for July.

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

Mrs. Parashis is a San Francisco reservation agent. Letters of nomination praised her for her courtesy and efficiency. She joined the airline in 1962 as a ticket agent at San Francisco and has served as a reservation agent since 1969.

Stewart is chief station agent at Portland. He was nominated for his dependability and fairness. Stewart joined the airline 20 years ago as a station agent at Portland. Since then he has served as senior agent, senior customer service agent and in his present position.

Mrs. Parashis and Stewart are the last employes eligible to become this year's annual winner.

The outstanding employe for the year will be chosen from the following monthly winners: Aug., **Carol Belyea**, reservations, Los Angeles; **Stan Jones**, manager passenger interline accounting, San Mateo; Sept. **George Gragg**, chief station agent, Las Vegas; **Rudy Krsul**, lead mechanic, Phoenix; Oct., **Tina High**, check hostess, San Francisco; **Warren Wood**, station agent, Calgary; Nov., **Paul Good**, flight instructor, Phoenix; **Noel Williams**, aircraft cleaner, Los Angeles; Dec., **David Jensen**, chief station agent, Salt Lake City; **Walter Lundblad**, instrument technician, Phoenix; Jan., **Bob Andre**, supervisor of warranties, Phoenix; **Charlotte Dungan**, hostess, Seattle; Feb., **Tony De Loura**, supervisor of mail distribution, San Francisco; **Bill Rampone**, assistant manager of operations, San Francisco; Mar., **Marilyn Fiscalini**, secretary, San Mateo; **Verne Roenfeldt**, chief agent, Yuma; Apr., **Joseph Barros**, operations agent, San Diego; **Helen Francisco**, hostess, Phoenix; May, **Fran Fleming**, maintenance clerk, San Francisco; **Wayne Parker**, crew scheduler, Seattle; June, **Leo Christiansen**, mechanic, Phoenix; **Fritz Krebs**, chief station agent, Sacramento; and July's winners.

The annual outstanding employe award will be presented at a dinner Oct. 8 for all monthly winners and their spouses.

Trudy Parashis

Stan Stewart

Joint Circle Trip Fare Offered For Mexico Bound Vacationers

Hughes Airwest is offering a new joint circle trip, economy class excursion fare of $187 between Las Vegas/Los Angeles/Phoenix/Tucson and Guadalajara/Puerto Vallarta, with a required routing through Mexico City in one direction.

The trip can originate in any of the six cities and includes a segment flown on Mexicana Airlines, said **Hal Pedersen**, manager of cargo tariffs for Hughes Airwest.

Purpose of the new fare, he said, is to encourage travel between the U.S. and Mexican resort cities.

It carries no seasonal restrictions, but all transportation must be completed within 30 days after the date of initial departure.

When passengers originate or terminate in the Los Angeles area aboard Hughes Airwest, the fare will apply at Burbank, Ontario or Santa Ana.

The fare will apply only at Los Angeles International Airport for passengers originating or terminating the trip via Mexicana in the Los Angeles area. The trip, in this case, must be via Mexico City in one direction to or from Guadalajara/Puerto Vallarta, Pedersen said.

The new fare may be combined (end-on-end) with other fares, provided such construction is not prohibited.

Scoreboard

HUGHES AIRWEST TRAFFIC

AUGUST

	Aug. '71	Aug. '70	% change
PAX	269,508	285,564	– 5.6
RPM	87.5 mil	87.8 mil	– 0.4
Load Factor	49.1	51.0	
PAX Density	37.2	36.2	+ 2.8
Cargo Ton Miles	623,647	468,443	+ 33.1
Cargo Tons Brd.	1,797	1,488	+ 20.8
On-time	86.7	85.1	

YEAR TO DATE

	1971	1970	% change
PAX	1.916mil	1.925mil	– 4.6
RPM	621mil	588mil	+ 5.5
Load Factor	46.4	44.7	
PAX Density	34.3	30.9	+ 11.0
Cargo Ton Miles	4.7mil	3.7mil	+ 25.3
Cargo Tons Brd.	13,868	11,496	+ 20.6
On-time	85.2	87.3	

Extensive Systemwide Building Boom Hits Company

One of the largest building booms in the history of the company is under way on the Hughes Airwest system.

More than $1 million in company funds is being coupled with many millions more from airports around the system to provide new terminal buildings, expanded gate and passenger holding rooms and larger air freight and baggage handling facilities, C. A. "Mac" Myhre, staff vice president of administrative services, said.

Construction projects around the system include:

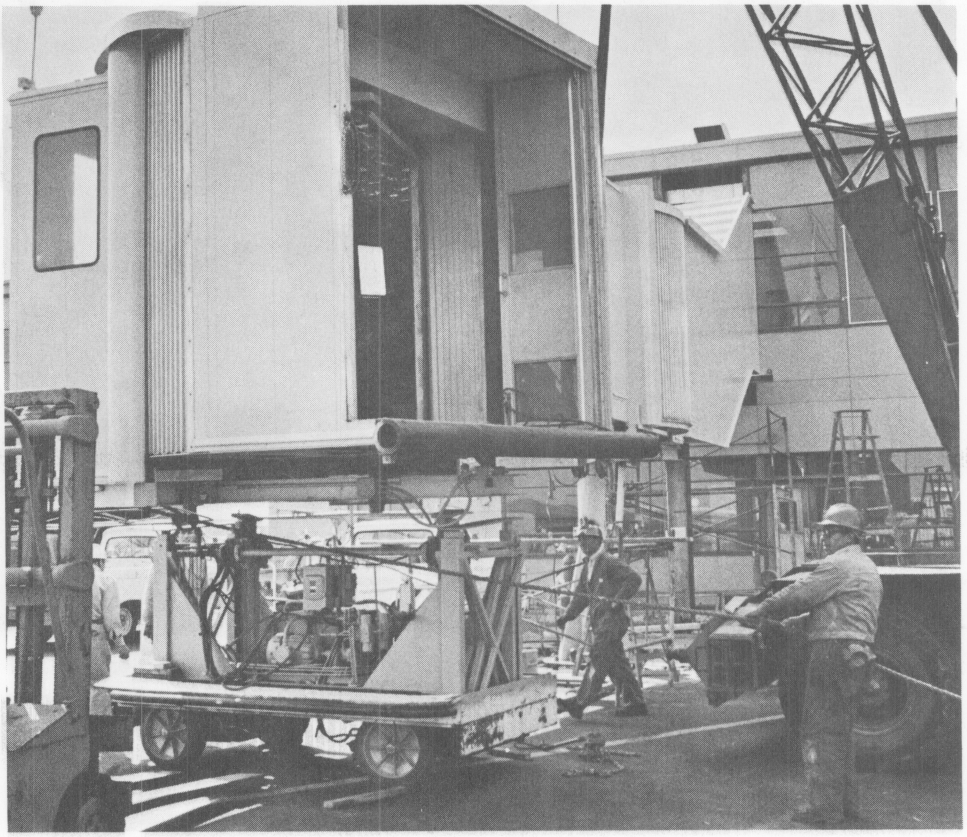
– Los Angeles: an air freight building was completed in July. The structure is about one-third larger than the old facility and includes cold storage and security arrangements, office space and four loading docks.

The expanded baggage claim area for satellite six is almost complete. Five baggage carousels were installed to be shared with the other airlines using that terminal. A baggage make-up building, under construction adjacent to the ticketing building at satellite six, will be much larger than the existing one to provide more security for luggage.

– Las Vegas: construction of a greatly expanded terminal building is in full swing. Temporary gates have been built on the Hughes Airwest concourse to be shared by all carriers while work progresses on the other side of the terminal. When completed, the terminal will be one of the most modern in the nation and will feature second level loading for jet aircraft.

– San Francisco: gate 32 has been completely renovated. Installation of a jet loading bridge is under way with completion scheduled for Oct. 1. Hughes Airwest will then have two jet bridges at San Francisco and two gates for F-27 loading.

– Phoenix: a new immigration and customs center is scheduled for completion in December. It is located on the east side of the present terminal, adjacent to the baggage claim area. Work has begun on the company's cluster of gates at the end of the main concourse. When completed on April, 1972, the company will have its own satellite complete with offices, operations area, a snack bar and other facilities. The unit will feature two large holding rooms where passengers will wait for their flight.



PERFECT POSITION – Workmen are completing installation of San Francisco's second jet loading bridge. The new facility is on a movable stand allowing it to be cleared from the aircraft parking ramp when not in service.

– Portland: work has been completed on all new gate rooms; additional office space, an operations area, and two jet bridges.

– Salt Lake City: expansion of gate rooms has been completed.

– Twin Falls: the passenger lobby area is being expanded and remodeled.

– Seattle: The Westlake Avenue building housing reservations and sales is undergoing an exterior facelifting and the parking lot is being resurfaced.

– Complete new terminal buildings at Santa Maria, Chico, Pocatello and Palmdale will be operational within 60 days.

– The stations department is in the process of renovating ticket counter areas, including new company identification signs. Counters are being covered with vinyl tops.

Service Interrupted at Two Stations

Airport construction projects at two Hughes Airwest terminals caused interruptions of service during September.

The major project was at Twin Falls where the main runway is being resurfaced. The job was scheduled for completion Sept. 15 but delays were incurred. The project should now be completed Sept. 30. All flights have been cancelled during the construction period.

Flight operations were cancelled at El Centro for four days beginning Aug. 31 for a taxiway resurfacing project.

ALL TIED UP – Salt Lake City station personnel have Portland station manager Terry Hunter (center) at their mercy. Salt Lake City won the station department's on-time performance award for August, the first time any station but Portland has won the class A award since the competition began. The personnel are (from left) Blaine Barney, station manager, Gary Granere, Ralph Harris, Terry Metcalf, Robert Thompson, Jody Hoyt, Wayne Spencer, Elaine Losser and Gary Merrill.

Salt Lake City New Class A Champ; Ontario, Pullman Also Take Honors

Salt Lake City station and maintenance personnel won the station department's class A on-time performance competition in August, pushing Portland, the winner for six previous consecutive months, into third place.

During August, Salt Lake City personnel handled 414 flights and recorded only 16 delays, or a 3.9 per cent record.

San Francisco, with 43 of 907 flights (4.7 per cent) suffering controllable delays, was second. Portland, until now the only station to win the class A trophy in the seven-month-old competition, was third with 61 of 672 flights (9.1 per cent) delayed at the station.

In the class B competiton, Ontario won the first time. It handled 259 flights with only four delays (1.158 per cent). Sacramento was second with four of 326 flights (1.2 per cent) delayed at the station.

Pullman retained the class C trophy for the fourth consecutive month and the fifth time since the competition began. In August the station had a perfect no-delay record for the 294 flights handled. Palm Springs, with four of 104 flights handled for a 3.8 per cent delay record, was second.

Kip Wharton, senior director of stations, said a change has been made in the method of judging the winner of the monthly competition. Previously, only delays from passenger and cargo boarding, aircraft servicing, catering or oversales counted against the station's record. Now the "Z" or "other" delay category on the department's reporting forms has been added to kinds of delays counting against a station. These are delays such as aircraft out of balance, ticket counter congestion or any other controllable delay not listed under its own category.

Computer System Named 'IRMA'

Meet Irma. Hughes Airwest's new computer reservation system has been christened following an all-employe contest to select a name for the system.

The name chosen was submitted by **Joan Hilton**, public relations representative, San Mateo. She received $100 cash, two days paid time-off and a positive space pass to Puerto Vallarta. (The prize had been passes to Hawaii, but Joan opted for Mexico, instead.)

The name is an acronym for Instant Reservations Made Accurately.

More than 120 entries were submitted, **Arch Miller**, director of reservations and passenger systems, said.

"We wanted a personalized name," Miller said. "We thought the best way to do this was to get a woman's name. Irma was the best of those submitted fitting this criteria."

The name will be used in advertising and promotional campaigns.

Two 'Most Courteous' Employes Are Chosen

Hostess **Bonnie Starr** and Reservation agent **Christine Bickelman**, both of San Francisco, have been selected co-winners of the most courteous employe award presented in conjunction with August's courtesy month activities.

Mrs. Starr and Mrs. Bickelman were chosen to share the $100 prize because the selection committee could not see any point where one of the ladies was more courteous than the other.

Their selection was the result of nominations submitted during August to give recognition to the company's courteous employes.

"We had a great number of nominations," **Wayne Wiggins**, director of personnel and selection committee chairman, said. "It was gratifying to see that a nigh number of employes recognize the good points of their co-workers."

Mrs. Bickelman began with the company in 1965. Mrs. Starr, who celebrated her 15th anniversary with the company last month, joined in 1956.

James L. Vandenbiesen

Capt. Vandenbiesen Is Also A Commander

Call him "Captain" or "Commander." Either one is apt to cause **James L. Vandenbiesen** to turn your way.

When he's working for Hughes Airwest, he's Captain Vandenbiesen, a DC-9 pilot based in Seattle.

On weekends, he dons a white hat with gold braid on the brim and becomes Commander Vandenbiesen, commanding officer of Navy Air Reserve Squadron VS-83 based at Whidbey Island, Wash.

Vandenbiesen joined the Navy in 1952 in Portland. He switched to the Naval Air Reserve in 1958, the same year he joined Hughes Airwest. He had been executive officer of VS-83 until Aug. 21 when he became the commanding officer.

VS-83 is an anti-submarine warfare squadron that flies twin-engine Grumman S-2 Tracker aircraft.

Passenger Record Set

Santa Ana boarded more than 10,000 passengers in August — the most ever enplaned at the station in a single month.

"With our goal set at 9,798, we boarded 10,996 passengers, said **Tom Chandler**, station manager.

It Pays To Know Insurance Benefits

Employe life insurance coverage is an important benefit that requires periodic attention to keep it in line with the employe's current needs.

From time to time, employes should review their coverage, **Fran Gray**, manager of benefits and records, said.

"Have you considered your insurance as an asset? Are you leaving enough money for your family to maintain the same standard of living you now enjoy? Will your children be able to complete their education without you?"

These are important questions to ask yourself, she said. She described the company's current life insurance plan:

The policy provides around the clock protection. The amount of insurance increases with the employe's salary and the increased insurance is automatically in force the first of each month after any pay increase.

Employes may enroll for additional life insurance for a small premium. Example: An agent's salary ranges between $9,000 and $12,500 annually. The basic life insurance is $15,000. That amount can be increased to $30,000 for an additional $5.85 a month. A statement of insurability is also necessary.

The following chart illustrates the salary/insurance ratio:

Your Annual Basic Earnings	*Basic Life Insurance	*Additional Life Insurance
Less than $5,000	$ 5,000	$ 5,000
$ 5,000 but less than $ 7,000	$ 7,000	$ 8,000
$ 7,000 but less than $ 9,000	$10,000	$12,000
$ 9,000 but less than $12,500	$15,000	$15,000
$12,000 but less than $17,500	$12,000	$20,000
$17,500 but less than $20,000	$22,500	$22,500

* Both the basic life insurance and the additional life insurance pay double in case of accidental death.

Consider this example of how the schedule of payments works. Agent A has an annual salary of $10,000. He is covered by the company's basic insurance plan of $15,000 and he has purchased an additional $15,000 for $5.85 per month. Agent A is killed in an auto accident. His beneficiary will receive $15,000 for the basic insurance and an additional $15,000 under the basic policy because it pays double for accidental death. The beneficiary also will receive $15,000 for the additional life insurance purchased by Agent A and $15,000 more because that plan also pays double for accidental death. In all, the beneficiary receives $60,000.

Family members are also insured under the basic life insurance plan. The spouse of the employe has $1,000 of life insurance. Unmarried children under 21 years but more than six months are insured for $500. Children more than 15 days but less than six months old have $100 in life insurance.

Hughes Airwest pays for the employe's basic life insurance and that of the dependents.

Beneficiary benefits can be paid either in full or in installments.

If, within 90 days of an accident, the insured loses both hands, both feet, the sight from both eyes, or any combination of these, the entire amount payable under the basic life insurance provisions will be paid. Half the amount of the insurance will be paid for the loss of one hand, one foot or the sight from one eye.

Contact the benefits and records office for further information on the company's life insurance plan.

Every employe having life insurance under the company's group policy will be sent a statement of insurance coverage in the near future, Mrs. Gray said.

VETERAN LINE-UP – These 10 Hughes Airwest veterans were honored in Phoenix in September for their service to the company. Three have been on-board for 30 years, the rest for 25. They are (from left front) Stan Waddell, Ted Sutphen and Marvin Meier. Back row (from left) Jack Wise, Myron Reynolds, Fred Merha, Wilbur Bonds, Harry Barnes, Lester Grace and Charles Hyer. Attending the honor event were Irving Tague, general manager; Ed Altman, vice president of operations; Russell Stephenson, vice president of marketing; Shelby Tuttle, staff vice president of flight operations; Art Brennan, staff vice president of industrial relations; Bob Jorgensen, staff vice president of maintenance and engineering; and Wayne Wiggins, director of personnel.

Company Honors 25 and 30 Year Veterans

Fifty-five employes who are celebrating their 25 and 30-year anniversaries with the company are being honored with their wives at dinner parties in Seattle, San Francisco and Phoenix during September and October.

The Phoenix event was held Sept. 17. The company's three 30-year employes, Marvin Meier, Edward Sutphen and Harry Barnes (now retired), were given special recognition.

The service pin for 30-year employes is similar in design to the 20-year pin (the Air West logo) but has three diamonds attached. The 25-year pin has two diamonds.

The dinners are scheduled for Oct. 5 in San Mateo and Oct. 15 in Seattle.

The 25-year employes are:

Capt. David R. Bath, Seattle; Capt. William L. Beatty, Seattle; Wilbur E. Bonds, assistant district manager of maintenance, Phoenix; Capt. John H. Bridwell, Seattle; Capt. Frank J. Buskirk, Seattle; Capt. Robert C. Cansdale, Seattle; Capt. Arnold H. Carow, San Francisco; Capt. Vernon G. Castle, Seattle; Capt. Charles W. Craig, San Francisco; Capt. Jack E. Cromer, San Francisco.

Capt. John S. Dodge, San Francisco; Capt. James S. Douglass, San Francisco; Eulas E. Fisher, Assistant District Manager of Maintenance, Seattle; Capt. Albert T. Flickinger, San Francisco; Capt. Jack E. Gladney, San Francisco; Lester R. Grace, lead mechanic, Phoenix; Capt. Lewis M. Gruber, Seattle; John R. Guthmann, station manager, Hoquiam; Capt. Wernli W. Haas, San Francisco; Capt. James S. Hale, Seattle; Haeberlin G. Hall, flight superintendent, San Francisco.

Capt. Richard B. Hall, Las Vegas; Capt. Leonard L. Hipp, Phoenix; George J. Huber, dispatcher, San Francisco; Capt. William E. Hughes, San Francisco; Charles R. Hyer, lead mechanic, Phoenix; Capt. Joseph H. Jobe, Seattle; Capt. Harry I. Kelly, San Francisco; Wayne E. Kennedy, station agent, Salt Lake City; Capt. Richard J. Kneidl Jr., Seattle; Floyd E. Long, inspector, Phoenix.

Clifford E. Magnuson, flight superintendent, San Francisco; Capt. George A. Martin, Las Vegas; Capt. Frederick K. Merha, Phoenix; Clifton R. Mitchell, lead mechanic, San Francisco; Capt. Patrick E. O'Grady, Seattle; Clyde E. Parker, dispatcher, San Francisco; Willie W. Powell, aircraft cleaner, San Francisco; Harold S. Priest, lead mechanic, Seattle; Capt. Myron W. Reynolds, regional flight manager, Phoenix; Capt. John J. Robinson, San Francisco.

Capt. Lawrence J. Schmitz, Seattle; Capt. Dennis G. Smilanich, Seattle; Norval C. Sparks, mechanic, San Francisco; Capt. Earl E. Spencer, San Francisco; Capt. Russell F. Stanley, Seattle; Capt. John R. Stevenson, San Francisco; Capt. Nathan L. Stork, San Francisco; Walter A. Vane, flight superintendent, San Francisco; Stanley A. Waddell, lead mechanic, San Francisco; Harold E. Wallis, manager of flight records, San Francisco; Capt. Robert T. Walton, San Francisco.

Salesmen Attend Annual Meeting

More than 50 Hughes Airwest sales and marketing personnel gathered in San Francisco in September for the company's second annual general sales meeting.

The event was the first opportunity for **Russell Stephenson**, new vice president of marketing, to meet many of the people who work for him.

The salesmen heard several department heads as well as their colleagues explain what the company is doing to improve its marketing program.

Stephenson said he was generally impressed with what he saw at the meeting.

"This is a company with a substantial potential that can be developed through its able, enthusiastic and receptive marketing and sales group," he said.

"The limited number of other personnel with whom I have come in contact has impressed me with genuine concern for the company's future. All have indicated a willingness to support, with their personal efforts, a marketing plan to help start the company on an upward trend again. We want to be on an upswing as we were before the drastic drop in traffic in June, July and August. The sharp traffic decrease made necessary a completely unexpected employe cutback that set all of us back on our heels."

Stephenson said the first part of the plan to turn the company around included doubling the service into Mexico. Effective Dec. 15, Hughes Airwest will operate eight flights a week into Mexico.

The second major effort will be further development of the satellite airport service.

He said, "We have been given one of the finest tools available in the airline industry: a new identification program that I am convinced will inspire employes. This enthusiasm cannot help but be transmitted to customers. This is the point toward which all our efforts must be directed because only our customers can assure a turnaround of our fortunes.

"I am enthusiastic about working with all our employes on what is a great oppor-

Q and A Corner

Employes are urged to submit questions to the Editor.

(Editor's Note: A number of questions were received concerning the company's medical and dental plans. They will be answered below as space permits and in subsequent issues of this publication.)

Q. When will employes receive an updated information booklet on the changes in the company's medical and dental plans?

A. The book is being prepared and will be distributed by the end of October.

• • • •

Q. Is vasectomy surgery covered by the company's insurance policy?

A. This procedure is covered under new provisions of the policy when it is performed in a doctor's office or hospital.

• • • •

Q. Does the company's medical insurance cover X-ray and lab fees? If not will it apply to the family deductible?

A. These expenses are covered at 80% after you have satisfied the $50.00 deductible.

• • • •

Q. Is an insurance claim form necessary each time a claim is submitted on a continuation illness claim?

A. No. However, be certain to identify claimant's name with each submission of bills. The rule to follow is – if it is the same claimant, same diagnosis and same doctor – label the bills "CONTINUING CLAIM" and identify with the name of your dependent and your name as employe.

• • • •

Q. Are accidents covered 100% under our new insurance policy, or do they fall under the deductibles? Example, if my child has a bicycle accident and knocks out three front teeth, and six stitches on the head not requiring hospitalization – how would the two policies, medical and dental, pay on such a claim?

A. Accident expenses are covered in the same manner as illness expenses, that is:
Hospital Expenses –
No deductible. 100% of first $500 of expenses with 80% of excess.
Surgical Expenses –
No deductible. 100% of Surgical Schedule allowance.
Other Expenses –
$50.00 deductible, then 80% benefit.
In the specific example cited, the dental expenses would be covered under the comprehensive medical policy, rather than the dental policy, since the expenses are made necessary by an injury to natural teeth as a result of an accident. The expenses would be covered at 80% after the $50.00 deductible. The expenses for sutures for the head injury would be paid according to the surgical schedule allowance, with no deductible.

• • • •

Q. Are false teeth required by medical reasons covered under our new dental program?

A. Yes.

• • • •

Q. If I have surgery and two procedures are performed at the same time does my insurance pay for both operation procedures or just the highest of the two charges?

A. Our plan pays the largest allowance for any one of the procedures performed plus

Agents Get Praise For Humane Action

Las Vegas station agents have been given a public pat on the back by a humane society official for concern over the life of a tiny yellow canary.

Agent **Mike Taylor** found the bird lying at the bottom of a caged shipment of birds passing through the station – apparently the victim of the desert heat and believed to be dead. He removed the bird and gave it water and a few bread crumbs.

Mike and other agents have since made a home for the bird with most of them chipping in from time to time for bird seed. The bird lives in the employe lounge so it has constant company from the 86 employes who pass through daily. It is free to fly away whenever it chooses. But doesn't. The agents named the bird "Herb" in honor of station manager **Herb Chesney**.

Toni Chayra of the Clark County Humane Society wrote the editor of a Las Vegas newspaper praising the Hughes Airwest employes:

"These are truly 'beautiful people' as far as I am concerned," she wrote. "Maybe there is hope for our species after all when in the maze of technology and rapid progress . . . 86 men take time out of their day to care and concern themselves for a small bird."

And how does Herb react?

In typical canary fashion, the 86 employes were rewarded with a song.

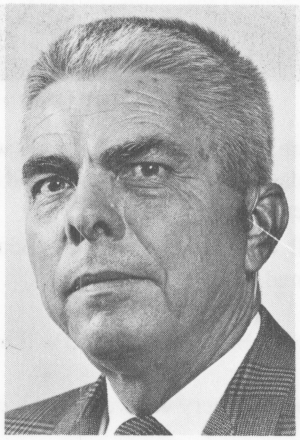
Roseburg, Tacoma Closure Requested

Hughes Airwest has asked the Civil Aeronautics Board for authority to discontinue service to Roseburg, Ore. and Tacoma, Wash.

The decision to cease operations at the two points is based on considerable study of the areas' transportation needs.

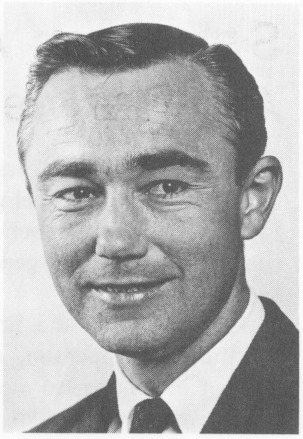
Both airports are close to other major air terminals – Tacoma to Seattle Tacoma International Airport and Roseburg to Mahlon Sweet Field at Eugene.

Low passenger volume and high cost of operation at both points was also pointed out as a reason for asking for the closure.



M. K. Williams

Jack Wilson



Jerry Indgjer

Three Receive New Station Positions

Three Hughes Airwest veterans have received new assignments in the station department.

M. K. Williams, former regional station manager at San Francisco and Seattle, was named station manager at Phoenix. He replaces **Bernie Novia**, who left the company for personal reasons. Williams joined the company in 1966.

Jack Wilson, former station manager at Walla Walla, Wash. was appointed assistant station manager at Phoenix. He joined the company in 1953 as station agent. He has been station manager at Logan, Utah; Wenatchee, Wash.; and Walla Walla.

Jerry Indgjer, former assistant station manager at Phoenix, was named station manager at Walla Walla, replacing Wilson. Indgjer joined the company in 1959 as station agent at Salt Lake City and subsequently served as station manager at Page, Ariz.; Apple Valley, Calif.; and Cedar City, Utah.

Computer Operations Are Moved to Phoenix

Hughes Airwest has centralized its systemwide computer operation at Phoenix.

Phoenix was chosen, after an economic study, as being the best site for the airline's computer base, **Tom Burke**, controller, said.

The computer processes financial, flight operations, maintenance, marketing, planning and personnel data for the entire airline. Before the consolidation, the work was split between Phoenix and a computer facility at San Francisco International Airport.

"Centralization at our Phoenix maintenance and training base has resulted in a far more efficient and economical operation," Burke said.

The consolidation brings the airline's computer work force in Phoenix to 36 employes.

No Extra Charge for Excess Sporting Gear

Sporting equipment now can ride free on Hughes Airwest flights even when it exceeds the maximum baggage allowance.

Bowling, fishing and golfing equipment and sportsmen's firearms have been added to the tariff that previously permitted only the free boarding of ski gear.

Under the new policy, a sportsman can claim as free baggage one set of sporting equipment. The sets include one bowling ball, bag and a pair of bowling shoes; two fishing rods, one reel, one landing net and a pair of boots; one golf bag, 14 clubs, 12 balls and a pair of golf shoes; two shotguns and their cases or one rifle case containing not more than two rifles, five pounds of ammunition, one shooting mat, noise suppressors and small rifle tools. Skiers can continue to check one pair of skis, poles, bindings and boots.

SFO Reservation Office Takes Performance Win

The San Francisco reservation office won the August reservation department performance award for the second consecutive month.

The office handled 128,111 calls with a lost call percentage of 2.5 during the month. The office averaged 20.8 calls an hour. Ticket-by-mail revenue was $42,294.

The award is based on these and other factors including sick time taken, personal time-off and overtime, that contribute to the over-all employe productivity in the office.

Seattle, the office that took first place in June (the first month of the competition) was second in August. Phoenix was third and Los Angeles last.

Brad Heap New Director Of Market Research

Brad Heap has joined Hughes Airwest as director of market research systems, a new post.

He will work with the planning department to develop computerized planning systems.

Heap, 28, previously was commercial operations research deputy manager for Douglas Aircraft Co.

He holds a B.S. degree in mathematics and an M.B.A. degree in operations and research statistics, both from California State College at Long Beach.

Golf Meet Planned

The Phoenix region of the Hughes Airwest Employes Association will host a golf tournament for all employes Oct. 30 at the San Marcos Golf Club, Chandler, Ariz.

Transportation from airport to golf course will be furnished. Reduced rate hotel rooms are available at the Caravan Inn.

Entry fee is $12.50. It includes the round of golf, beer, sandwiches and prizes. Contact **Chet Rosenberg**, Phoenix ext. 434 for sign-up.

Company Hosts Charity Flights

Hughes Airwest helped raise $765 for the Muscular Dystrophy Foundation and gave 63 Phoenix area underprivileged young people a scenic flight during two days of special flying in August.

The Muscular Dystrophy flights were held Aug. 29 at Reno. One-hundred-fifty-three persons paid $5 each for a 20-minute scenic flight over Lake Tahoe. All the money went to the charity. Hughes Airwest donated the aircraft and crew for the four-flight series. Shell Oil Co. contributed the fuel.

The 63 Phoenix area youngsters took their scenic flight on the day before the Reno flights. Their trip was sponsored by the Phoenix 20-30 Club and arranged through **John Kozma**, district sales manager.

The flights were flown by Captains **Gerry Felts** and **Jim Stamps** and hostesses **Karen Vercellino, Ida Mendoza** and **Marie Strayer** at Phoenix and Captains **Bob Moulding** and **Dick Cox** and hostesses **Barbara Akers, Susan Bradford** and **Susan Roesch** at Reno.

Employes Celebrate Service Anniversaries

These employes celebrated service anniversaries during August.

TWENTY-FIVE YEARS

Seattle — **Capt. William Beatty; Capt. Lawrence Schmitz; Capt. Vernon Castle; Capt. Joseph Jobe;** and **Capt. David Bath.**

TWENTY YEARS

Crescent City — **Harry Gardner Jr.,** station manager.

FIFTEEN YEARS

Phoenix — **W. J. Parker,,** inspector; **M. E. Bartz,** lead mechanic; **E. J. Rangel,** stock clerk. Seattle — **Capt. S. W. Wessling.** San Francisco — **A. M. Aine,** hostess; **Bonnie Starr,** hostess.

TEN YEARS

Los Angeles — **M. E. Olson,** chief agent; **Fred Vernon,** station agent. San Francisco — **Marge Bayliss,** reservation agent; **Joe Roman,** manager of reservation system training. Santa Ana — **J. R. Krauchi,** station agent.

FIVE YEARS

San Francisco — **J. C. Acord, D. G. Allender, J. L. Denton, W. V. Lovelace, T. C. Owens, L. A. Roup, R. A. Freeman, J. A. Barbosa, J. J. Connelly, P. Dallas, Burt Dupree, S. R. Korth, B. H. Mawby, P. E. Murphy, R. F. Oliver, J. L. Hymer** and **R. E. Salisbury,** first officers; **Capt. J. E. Schnobrich; W. I. Smith,** aircraft cleaner; **H. Chiochios,** jr. accounting clerk; **J. E. Poulton,** station agent; **M. Jacobs,** reservation agent; **C. E. Russell,** intermediate accounting clerk and **N. L. Reagan,** assistant dispatcher.

Las Vegas — **G. C. Skellington** and **R. J. Bartell,** flight officers; **E. L. Mansfield,** hostess; **S. P. Wagner,** station agent; **J. R. Richards,** ground hostess. Grand Canyon — **R. K. Talley,** station agent. Phoenix — **D. L. Cyr, R. Gaulding, J. M. Minnick, L. W. Roberts, R. E. Dietrich, E. F. Carroll, B. E. Gorman, T. L. Dillard,** and **Miller Gongora,** mechanics; **J. Vanlonkhuysen,** station agent; **Tina Brown,** check hostess; **M. H. Pattee** and **R. P. Cox,** reservation agents.

Sacramento — **A. Giorgi,** station agent. Spokane — **J. H. Swan,** station agent. Boise — **J. H. Taylor,** mechanic; **Bonnie Gray,** ticket agent; **R. J. Warth,** station agent. Los Angeles — **G. C. Bolton,** station agent; **J. L. Gardner,** mechanic; **K. S. Loyd** and **P. E. Thomas,** reservation agents. San Jose — **C. A. Dittrich** and **R. C. Harrison** station agents. Salt Lake City — **Larue Listul,** ticket agent, and **W. S. Whipple,** station agent. Seattle — **J. C. Selig, S. G. Smith** and **J. D. Kendall** flight officers; **Capt. R. E. Tracy; Mary Jo Berrier,** hostess; and **Pat Atkins,** security representative. Santa Maria — **E. J. Larsen,** station agent. Oakland — **Tom Bailey,** district sales manager. Redding — **D. W. Hargreaves,** station agent. Fresno — **T. F. Israelian,** station agent. Santa Ana — **R. D. Takach.** Burbank — **R. D. Webb** station agent.

The New Look: Unlike Any Other Airline

was used on the visors of astronauts' space helmets, but with a more complex gold deposition.

One of the three coats of paint on the aircraft is clear polyurethane containing simulated pearl fragments to reflect the rays of the sun. Sundance Yellow was selected to symbolize the sun. The complementary Universe Blue represents the sky and the Pacific Ocean.

Hughes Airwest also will be the first U.S. carrier to use wingtip light beams to illuminate the insignia on the tails of its aircraft.

The new insignia consists of three geometric planes with a horizontal axis linking the three diamond-like units together. The logotype, void of curved elements, is a fused ligature with one letter form continually emerging from another.

The new look of the hostess fashions is "classic with conservative hemlines and simple princess lines." All are color coordinated with the colors of the aircraft.

SUNDANCE YELLOW – Hughes Airwest's new corporate colors, Sundance Yellow and Universe Blue, are prominently featured in new hostess and female ground service employe uniforms and their most important accessory, the entire fleet of F-27 and DC-9 aircraft. The models are hostesses Marge Marques (left) and Zonia Arauzo.

CLASSIC SIMPLICITY – Hostess Zonia Arauzo is wearing the company's new hostess uniform and cape.