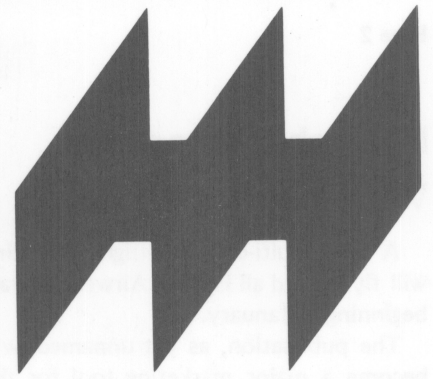


HUGHES AIRWEST



Vol. 3, No. 9

HUGHES AIR CORP.

October, 1971



WINDOW WIZARDRY — The first window of its kind ever to be used by an airline reflects Hughes Airwest hostess Marge Marques. The unique windows — specially treated like visors on astronauts' space helmets — will reflect like a string of silver mirrors on the

exterior of the airline's fleet. The aircraft also are being painted bright Sundance Yellow as part of the carrier's new look. Unlike the old-fashioned windows (right), the new ones will decrease sun glare in the cabin, without reducing passenger visibility.

New Look Is First Step in '72 Marketing Program

The first step of Hughes Airwest's 1972 major marketing program will be introduced to more than 5,000 travel industry executives and community leaders in 21 cities now through mid-November.

The introduction is in the form of the company's new look — Sundance!

Hostess fashion ensembles and their major accessory, the aircraft — all in

smashing Sundance Yellow — are the stars of the introduction show. (The aircraft fleet is presented in the form of a 4-foot, DC-9 model.)

At each of the cities, local dignitaries, travel executives, commercial accounts, airfreight forwarders, shippers, news media and Hughes Airwest employes will be invited to see the new look. More than

5,000 persons are expected to attend throughout the system.

The key company participants in the show are Hughes Airwest hostesses Zonia Arauzo, San Francisco, and Marge Marques, Las Vegas. They will model the new uniforms at each show and will appear on television talk shows in several of

(Continued Page 8)

In-Flight Magazine Will Be Published

A new multi-color, in-flight magazine will fly aboard all Hughes Airwest aircraft beginning in January.

The publication, as yet unnamed, will become a major marketing tool for the company by featuring articles promoting prime Hughes Airwest destinations. It will be printed monthly.

Included will be a four-color route map of the company's route system featuring topographical and geographical points of interest — such as mountain peaks, lakes, rivers, ski resorts, national parks and monuments.

The first issue will emphasize the company's new look — hostess uniforms and their most important matching accessory (the aircraft).

East/West Network, Inc. a publishing company in Los Angeles, will publish the magazine and will be responsible for the advertising content. Hughes Airwest's public relations department will supervise the editorial material.

Kingman, Prescott Service Resumes

Hughes Airwest resumed flight service Oct. 11 to Prescott and Kingman, Ariz.

The action follows discontinuance of service into the two points by Apache Airlines, which had been operating the routes as a substitute third level carrier.

Resumption of service by Hughes Airwest is required by its operating certificate.

Don Phillips has been named station manager at Kingman. He had been station agent at Seattle's Boeing Field and at San Francisco, assistant dispatcher at the same points and chief station agent at Los Angeles prior to his appointment. He joined the company in 1965.

Frank Randall was named station manager at Prescott. He joined the company in 1959 and has since served as station agent at Spokane and Medford, chief station agent at Bellingham, Wash. and Medford and chief system relief agent based in Phoenix.



EMPLOYEE OF THE YEAR — Wayne Parker (second from right) received a check for \$500 from Irving Tague, (left) general manager, and a clock radio from television personality Wendell Niles after he was named employe of the year. Parker's wife looked on with obvious approval. The Parkers also received trip passes to any destination and Wayne will get a week's paid time off.

Parker Chosen Employe of Year

Wayne Parker, senior crew scheduler in Seattle, has been chosen the company's outstanding employe for the year.

Parker was presented a check for \$500 by Irving Tague, general manager, on Oct. 8 in San Mateo. He also will receive a week's paid time off and trip passes for himself and his wife to any place in the world. Parker had been selected an outstanding employe in May, which qualified him for the annual award.

He joined the company in 1956 as a station agent in Pullman.

Service Pin Surprise For Company Veteran

Nickie Nick, regional manager of stations, received his 20-year service pin last month. From Kip Wharton, senior director of stations. At a wine festival. At Dafni, Greece.

Nick, Wharton, and their wives decided to take a vacation together in Greece this year. Wharton knew Nick's service anniversary was due and decided to take advantage of the surroundings for the surprise pin presentation.

The announcement of Parker's selection was made at a dinner party honoring all 24 monthly award winners named since August, 1970. Radio and television personality Wendell Niles was guest speaker.

Wayne Wiggins, selection committee chairman, said "the program was highly successful and we plan to continue to recognize the excellent quality of our employe force."

He said a study committee would make recommendations on possible revisions to the program. One probable revision is making the awards coincide with the calendar year rather than beginning at a random month such as August as was done for this year's award.

HUGHES AIRWEST

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

Nine-Month Gains Recorded

Hughes Airwest reported an increase in miles flown by fare-paying passengers during the first nine months of 1971, compared with the similar period a year ago.

Some 697,171,818 miles were logged, or 5.2 per cent more than the 662,673,254 in the first three quarters of 1971.

The number of passenger boardings, however, dipped less than 1 per cent to 2,155,384 from 2,168,430 a year ago.

The average load factor (percentage of seats filled) rose to 46.3 per cent from 44.8 per cent, while passenger density (the average number of passengers flying one mile) climbed to 34.3 from 31.1.

The airline's systemwide on-time average dipped to 85.7 per cent from 87.2 per cent in 1971.

Cargo traffic continued to post sharp gains during the period.

Cargo ton miles flown increased 25.6 per cent to 5,338,420 from 4,251,009, while cargo tons boarded rose 20.4 per cent to 15,663 from 13,007.

September Performance

Last month's on-time average gained sharply over the similar year-ago period — 89.5 per cent versus 86.4 per cent.

Fare paying passenger miles last month totaled more than 76,417,000, or 2.9 per cent more than the 74,243,194 passenger miles in September, 1971.

Passenger boardings dropped 1.7 per cent to 239,548 from 243,719 a year ago.

The carrier's average load factor for the month dipped to 45.1 per cent from 45.7 per cent, while passenger density rose 6.2 per cent to 34.3 from 32.3.

Cargo ton miles flown rose 27.9 per cent to 609,752 from 476,761, while cargo tons boarded gained by 18.8 per cent to 1,795 from 1,511.

SFO Wins Class A On-Time Trophy

San Francisco station and maintenance personnel have earned the system's class A on-time trophy for September.

During the month, only 42 out of the 865 flights operating through the station suffered controllable delays (a 4.9 per cent). It was the station's first win in the competition.

Seattle was second with 5.6 per cent, or 24 out of 430 flights delayed.

In the class B competition, Sacramento recorded a perfect month for its 313 flights, topping Santa Ana which also had a perfect month but operated fewer flights — 254.

Pullman continued to dominate the class C competition. It has taken monthly honors six times, including the last five consecutive months. Only two of its 251 flights were delayed at the station for a .8 delay percentage. North Bend/Coos Bay, the only other station to win the class C competition, was second in September with one out of 109 flights delayed for a .9 percentage.

Olympia won the quarterly class D competition, recording a perfect month for its 128 flights. It was the second consecutive win for Olympia.

Financial Results

FINANCIAL RESULTS (in thousands)

	SEPTEMBER		YEAR TO DATE	
	1971	1970	1971	1970
Total revenue	\$ 8,214	\$ 7,115	\$73,744	\$62,712
Operating expenses	8,342	8,039	74,864	67,244
Operating profit (loss)	(128)	(924)	(1,120)	(4,532)
Non-operating income (expense)	(210)	(327)	(2,059)	(4,332)
Net profit (loss)	(338)	(1,251)	(3,179)	(8,864)

Economic Fact Book Published

A publication entitled "What We Were, What We've Done and What We're Facing" has been distributed to all employees.

The 34-page booklet is based on a presentation by General Manager **Irving Tague** to the Civil Aeronautics Board on July 16, 1971, in which he outlined the first 12 months of Hughes Air Corp. management.

It was put together in response to

many queries concerning the economics of our airline's operation.

Art Brennan, staff vice president of industrial relations, urged all employees to read the publication to develop a better understanding of the problems confronting this airline.

"It takes 20 minutes to read and is an educational tool for the business we're in," he said.

Ross Smith Dons 2nd Chiefs Hat

Any way you look at it, **Ross Smith** is a chief.

Where the company is concerned, Smith is a chief agent at Pullman, Wash. In his private life, he is Chief Petty Officer Smith of the Naval Reserve.

Smith joined the company in 1959 fresh from active duty in the Navy. He joined the Naval Reserve about the same time.

His advancement to chief petty officer effective Aug. 15, followed a comprehensive examination in which he had the fifth highest score of those taking the test in the 13th Naval District. Smith is a member of Naval Reserve Surface Division 13-16 at Clarkston, Wash.

Q and A Corner

Employees are urged to submit questions to the Editor.

Q. Should I send in my medical and dental bills as I receive them for credit toward my deductibles or should I hold them and send them in after I reach the required amount to cover my individual or family deductibles?

A. Have the claim forms completed and send them in as expenses are incurred.

Q. What action must I take if I desire to continue my insurance coverage while I am on a pregnancy leave or other personal leave of absence?

A. You may continue your group insurance coverage while on a leave of absence without pay, provided (1) you make arrangements with your supervisor prior to your leave of absence and (2) you pay the total premium for every month you are on a leave of absence. It is your responsibility to obtain the amount of insurance premium due for any full month leave without pay. "Total premium" means that you pay both the employee payroll deduction portion of the premium that you paid while active (if any) plus that portion of the premium which the company normally paid while you were active. Benefits and records can provide total premium data.

Q. Please explain how the deductibles are applied to both medical and dental plans.

A. The deductibles for these plans are separate \$50.00 deductibles. The deductible applies to each individual, for each calendar year, for each of the plans with a limit of three separate individual deductibles (\$150) for a family.

Q. How do I make a dental claim and is there a form that must be filled out by the dentist, myself, or both?

A. Obtain a dental claim form from your manager, or benefits and records. There are sections of this form to be completed by you and your dentist. The completed claim form along with your bills is to be forwarded to benefits and records, San Francisco.

Q. In case of death is my insurance payable automatically to my beneficiary or will my beneficiary have to make application to receive the benefits?

A. Your life insurance benefit will be paid automatically to your beneficiary upon receipt of a certified death certificate.

Q. To get the most benefits out of my insurance policy when I have a choice of having the minor surgery done in the doctors office or going to the hospital overnight, which choice should I make?

A. The surgical benefit payable will be the same whether or not hospital confinement exists.

Q. If I transfer from the state of California (where by law I must be covered by state disability) to another state, will I automatically be enrolled in the Connecticut General disability?

A. No. You must enroll for this coverage during a 30-day eligibility period which begins on your date of transfer. Request a statement of physical condition for your completion, from benefits and records, if you have exceeded the 30 days.

Airline Editors Select Jensen

Ken Jensen, editor of this publication, was elected vice-chairman and chairman elect of the Airline Editors' Conference at the group's annual meeting this month in Washington, D.C.

The conference also gave Hughes Airwest's employe publication an honorable mention award for a story appearing in its February issue. The story, entitled "It's a Fact . . . We're Big, Busy and Bountiful," won the award in the best feature category of the AEC's publication competition. Allegheny Airline's company publication was the only other non-trunk airline to receive an award. It also received an honorable mention.

Jensen will serve as vice-chairman of the conference in 1972 and chairman in 1973. The AEC is sponsored by the Air Transport Association.

Sen. Cannon To Speak

Sen. Howard Cannon (D-Nev.), will be the guest speaker at the annual meeting of the Hughes Airwest Management Club Nov. 6 at the Desert Inn in Las Vegas.

Sen. Cannon is chairman of the Senate aviation subcommittee.

The meeting will begin with a 12:30 lunch, followed by Sen. Cannon's talk. It is open to all members of the management club. Invitations are being mailed this month.

Party Plans Told

Three regions of the Hughes Airwest Employe Association are planning Christmas parties this year. Each party is open to all employes and each is scheduled on a separate date.

The first is Dec. 11 at the Ramada Inn in Phoenix. Make reservations through Marilyn Redmond, Phoenix switchboard operator. The Seattle function will be Dec. 17 at the Rainier Golf and Country Club in Seattle. Contact Nancy Mizrahi, ext. 5133 in Seattle. San Francisco will hold its party on Dec. 18 at Marine World in Redwood City. Contact Joy Hyde, ext. 240, San Francisco.

Each of the parties will feature a cocktail hour beginning at 7 p.m., followed by dinner, dancing and door prizes.



VETERANS HONORED – Fifty-five employees with 25 and 30 years of seniority were honored at three dinner parties in September and October. Last issue we featured the first of those veterans who were honored at Phoenix. In this issue we present those honored at San Francisco and Seattle. Not all 55 were able to attend the parties and some do not appear in any of the pictures. The top picture includes those attending the San Francisco party. They are: (front row, from left) Bill Hass, Floyd Long, Harry Kelly, Jim Douglass, Clyde Parker and George Huber. (Second row, from left) Bob Walton, Jack Cromer, Arnold

Carow, Bill Hall and John Stevenson. (Third row, from left) Charles Craig, Tom Flickinger, Earl Spencer, John Robinson and Walt Vane.

In the bottom picture are those who attended the party in Seattle. They are: (front row, from left) Cliff Magnuson, Louis Gruber, Dennis Smilanich, Joe Jobe, Dick Kneidl, Bill Beatty, George Castle, John Guthmann and Bob Cransdale. (Back row, from left) Fred Stanley, Leonard Hipp, Hal Wallis, Jim Hale, Joe Buskirk, Pat O’Grady, Gene Fisher, John Bridwell and Wayne Kennedy.



Employees Celebrate Service Anniversaries

These employees celebrated service anniversaries in September and October.

TWENTY-FIVE YEARS

Phoenix — **Walt Bonds**, assistant district manager of maintenance; **Capt. Leonard Hipp**; **Stan Waddell**, lead mechanic. Hoquiam — **John Guthmann**, station manager. San Francisco — **George Huber**, dispatcher; **Capt. Albert Flickinger**; **Capt. John Stevenson**; **Walter Vane** and **Cliff Magnuson**, flight superintendents; **Capt. Arnold Carow**; **Capt. John Dodge**; **Capt. Jack Cromer**; and **Capt. Bill Hughes**. Seattle — **Capt. Jim Hale**; **Capt. John Bridwell**; **Harold Priest**, lead mechanic. Las Vegas — **Capt. George Martin**. Salt Lake City — **Wayne Kennedy**, station agent.

TWENTY YEARS

Las Vegas — **R. J. Pirisky**, lead mechanic. San Francisco — **Nickie Nick**, regional station manager. Phoenix — **Capt. W. C. Feringer**.

FIFTEEN YEARS

San Francisco — **Capt. Carl Mauck**; **Capt. L. E. Dorflinger**; **Buck Hilton**, assistant district manager of maintenance; **D. L. Palmer** and **H. Q. Pease**, mechanics; **S. W. Carey**, station agent. Phoenix — **E. E. Stover**, first officer; **W. L. Clabuesch**, mechanic; **J. P. Markham**, inspector. Idaho Falls — **Rick Slavick**, station manager. Las Vegas — **D. Marielli**, station agent. Seattle — **Capt. E. W. Lynch**; **Capt. G. D. Rutherford**; **Ted Lukkes**, chief station agent; **L. M. West**, aircraft cleaner. Twin Falls — **Paul Shoaff**, station manager. Grand Canyon — **Eldon Forbes**, station manager. Lewiston — **W. P. Schubach**, chief station agent. Eureka — **Paul Puffer**, chief station agent. Cedar City — **D. E. Houser**, station agent.

TEN YEARS

Phoenix — **T. W. Jones**, stock clerk; **Don Pugh**, supervisor of hostesses; **G. F. Anderson**, inspector; **F. Van Gaveren**, **G. Vergason**, **C. H. Butler**, and **O. A. Saline**, mechanics; **H. Medzegian**, maintenance instructor. Seattle — **N. L. Hornli** and **P. Nelson**, reservation agents; **Carol Nicolay**, hostess; **Glen Bottemiller**, account executive. San Francisco — **Kathy Howe**, supervisor of manuals; **Ray Roy**, manager of mail and distribution; **D. West**, hostess. Redding — **E. C. Johnson**, chief station

agent. El Centro — **G. W. Neverline**, chief station agent. Las Vegas — **S. J. Tuel**, hostess; **O. A. James**, station agent; **Capt. T. H. Lampman**. Santa Ana — **L. A. Serr**, station agent. Ontario — **R. A. Hudlow**, station agent. Salt Lake City — **G. L. Bennett**, station agent. Los Angeles — **J. M. Weber**, ticket agent. Pullman — **L. H. Davison**, chief station agent. Reno — **C. F. Martine**, station agent.

FIVE YEARS

Portland — **J. F. Wahl**, station agent; **L. E. Wert**, aircraft cleaner; **Opal Morgan**, ticket agent. Los Angeles — **G. R. Maiden**, **H. J. Andersen**, **R. Hobbs**, and **K. S. Kirsch**, station agents; **D. A. Riggs** and **R. H. Cox**, mechanics; **J. R. Vega**, ground service agent; **R. A. Serio**, **D. M. Kraus** and **G. B. Pusey**, reservation agents. San Francisco — **M. A. Thompson**, **S. M. Illgen**, and **G. J. McKinley**, reservation agents; **Gary Hess**, stock clerk; **Stan Goc**, manager of hostesses; **Al Cuneo**, manager of budgets; **J. F. Lardelli**, hostess; **J. F. Benedict** and **G. L. Pilgrim**, station agents; **Dolores Menchini**, junior clerk; **C. Weber**, accounting clerk.

Phoenix — **A. A. Castleberry**, **S. T. Priddis**, **R. L. Calvert**; **F. T. Neuman** and **R. T. Denton**, mechanics; **L. E. Hight** and **M. M. Adelman**, clerks; **O. E. Fraley** and **R. D. Wood**, stock clerks; **Paul Israel**, hostess instructor; **B. C. Winkler**, reservation agent; **H. G. Croner**, chief station agent. Las Vegas — **Dave Caton**, customer service instructor; **R. M. Adam** and **W. T. Biernacki**, station agents. Spokane — **R. J. Bernier** and **D. A. Dyche**, station agents. San Jose — **Bob Knauber**, station agent.

Tucson — **W. G. Pagel**, station agent. Seattle — **G. C. Wallace** and **I. O. Wilson**, station agents; **J. E. Schormann** and **F. M. McGee**, reservation agents; **Nancy Mizrahi**, clerk. Eugene — **C. V. Burgess**, station agent. Lewiston — **F. J. Franke** — station agent. Boise — **M. J. Squier**, station agent. Santa Ana — **I. D. Swan**, aircraft cleaner. Fresno — **Russ Groshong**, station agent. Palm Springs — **J. C. Bourque**, and **D. I. Morgan**, station agents. Wenatchee — **G. W. Jaquish**, station agent. Salt Lake City — **H. Hullinger**, ticket agent; **Gary Granere**, station agent; **J. P. Miller**, mechanic. Ontario — **L. J. Kruljac**, station agent.



A CHEERY SMILE IN SUNNY FASHIONS — Hughes Airwest hostess Marge Marques models the airline's new Sundance Yellow customer service agents' uniform. An entire fashion ensemble — in bright yellow with blue trim — will appear on Hughes Airwest ground personnel and hostesses by early 1972. The wardrobe is in Burlington Mills' Ponte de Roma, a fluid, bendable, pure polyester. Classic princess lines are used throughout the wardrobe, as shown in this pert, businesslike jumper, blouse and jacket.

Flying is Popular With Young Adults

A Gallup poll shows that young Americans are flying more than their elders. According to the poll, 54 per cent of those persons between 21 and 34 have made airline journeys. In the over-50 age group, the total is 40 per cent.

Travel Bargains

Swissair is offering week-long vacation packages to Geneva and Zurich for \$77. Price includes confirmed space transportation, accommodations in a first class hotel, some meals and a rental car for the week. Contact nearest Swissair sales office for application form and additional details. Departure dates through April 12, 1972.

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The Royal Lancaster Hotel in London offers a 50 per cent weekend discount to airline employes now through March 31, 1972. Mid-week discount is 25 per cent. Advance reservations should be made by writing Karl Blaha, Suite 2801, 444 Madison Ave., New York, N.Y. 10022.

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Trans World Airlines has revised its perimeter fare program to include: space positive transportation through May 15, 1972; free or reduced rate transportation on five cooperating airlines when used in conjunction with the perimeter fare; more than 30 city tours specially designed for the perimeter fare traveler; reduced rates at all Hilton and Sheraton hotels; reduced rate car rental, lease and overseas purchase; and availability of a charge plan for employes using the perimeter fare. The fares range from \$89 for western and central Europe, Honolulu, Guam, Okinawa and Taipei to \$199 for around the world. Employes using the perimeter fare are entitled to free space available transportation on TWA within the U.S. when traveling to and from the perimeter fare gateway city. Contact the Hughes Airwest pass bureau or nearest TWA sales office for more details.

• • • •

Trailblazer Tours is offering four-day, three-night tours to Frankfurt for \$69, including air fare from New York. Includes hotel. Departure dates are Nov. 4, 11, 12, 18, 19, 25, 26, Dec. 2 and 3. Send check with desired date and alternates to: Rhineland, Trailblazer Safaris, P.O. Box 66, Miami Springs, Fla. 33166. Add \$3 for departure tax.



HAPPY WINNERS — Bonnie Starr (left) and Christine Bickelman received big kisses from their respective spouses when they were presented with cash awards after being selected most courteous employes. The pair shared the \$100 prize offered by the company in August to the most courteous employe in the company. When time came for selection of the winner, the judges could not decide between them so they were both named winners. The checks were presented Oct. 8.

Agent Earns Third Suggestion Award

Bert Pedersen, station agent in central lost and found at San Francisco, won his third suggestion program cash award this month.

He received \$50 for suggesting the unclaimed cargo recap be discontinued.

He previously received awards of \$35 and \$44.20 for suggestions made pertaining to handling damaged luggage and replacement of lost or damaged valet bags.

The recap was a daily teletype report by all stations to central lost and found of all luggage and freight or cargo unclaimed at the stations. The station reports were compiled by central lost and found and then used to locate lost items around the system.

Roy Shanks, manager of claims and lost and found, said the recap was an excellent idea but was just not being used by the stations and was therefore a waste of time.

Scoreboard

HUGHES AIRWEST TRAFFIC

	September		
	Sept. '71	Sept. '70	% change
PAX	239,548	243,719	- 1.7
RPM	76.4 mil.	74.2 mil.	+ 2.9
Load Factor	45.1%	45.7%	
PAX Density	34.3	32.3	+ 6.2
Cargo Ton Miles	609,752	476,761	+ 27.9
Cargo Tons Brd.	1,795	1,511	+ 18.8
On-time	89.5%	86.4%	

YEAR TO DATE

	1971	1970	% change
PAX	2.15 mil.	2.16 mil.	-.6
RPM	697 mil.	662 mil.	+ 5.2
Load Factor	46.3%	44.8%	
PAX Density	34.3	31.1	+ 10.3
Cargo Ton Miles	5.3 mil.	4.2 mil.	+ 25.6
Cargo Tons Brd.	15,663	13,007	+ 20.4
On-time	85.7%	87.2%	

NEW LOOK IS FIRST STEP IN MARKETING PROGRAM

(From Page 1)

the cities. Others involved are **Jim Jenks**, manager of customer service standards; **Carol Nicolay**, Seattle-based hostess; and **Mike Conroy**, Ontario district sales manager.

Arrangements at the 21 cities are being handled by local district sales managers and station managers.

Russell Stephenson, vice president of marketing, said, "We now have a total commitment for the new corporate image.

"The first step of our major marketing program is to make our presence known in the communities. These showings will help us accomplish that goal."

Cities scheduled for visits at this time

are: San Jose, Phoenix, Los Angeles, Las Vegas, Boise, Salt Lake City, Portland, Eugene, Burbank, Santa Ana, Ontario, Arcata/Eureka, Calgary, Spokane, Reno, Tucson and Oakland. The show opened Sept. 28 in Seattle.

Although no definite schedule has been set, the show is also expected to visit Twin Falls, Guadalajara and Mexico City.



CLASSIC BOLDNESS AS DAZZLING AS A STREAK OF SUNLIGHT — Hughes Airwest's graceful new hostess fashions, modeled by hostesses Marge Marques (left) and Zonia Arauzo, will appear by early 1972. The straight coat, contemporary western hat and full cape — all in Sundance Yellow trimmed in Universe Blue — are complemented by matching Sundance Yellow boots and a matching fleet of Sundance Yellow aircraft.