

HUGHES AIRWEST



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HUGHES AIR CORP.

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THESE ARE PILOTS' WINGS — Students from the Utah State School for the Blind used their hands to "see" the pilots' wings on Capt. Carl Mauck's uniform. For the full story and more pictures on the children, turn to page 4).

Traffic Performance Up

Systemwide traffic performance for Hughes Airwest last month rose above levels achieved in October, 1970.

A total of 248,311 fare-paying passengers boarded the carrier at its 74 airport cities and flew 78,917,410 miles during the month compared with 75,546,960 miles flown by 247,576 passengers a year ago.

This is a 0.3 per cent increase in passenger boardings and a 4.5 per cent gain in miles flown by fare-paying passengers aboard Hughes Airwest flights in the western U.S., Mexico and Canada.

The average load factor (percentage of seats filled) jumped to 45.2 per cent from 43.8 in October, 1970.

Passenger density (the average number of passengers flying one mile) rose 9.5 per cent for the month to 34.5 from 31.5.

The systemwide on-time average remained unchanged at 87.5 per cent.

Cargo ton miles (one ton of cargo traveling one mile) rose 20.2 per cent to 635,959 from 528,923 miles in October, 1970.

Total tons of cargo boarded system-
(Continued Page 7)

Service To Expand To Prime Ski Areas

Hughes Airwest will expand its flight service into three prime intermountain ski areas in December.

Special Saturday-only "skier specials" will begin operating Dec. 18 from San Francisco to Twin Falls (serving Sun Valley). On the same day, a skier special will depart Los Angeles for Salt Lake City (serving Alta, Brighton, Solitude, Park City, Sundance and Snowbird) and Twin Falls.

Also beginning Dec. 18 is a ski jet from Seattle and Portland to Twin Falls.

Beginning Jan. 8, ski jet service will operate from Seattle, Portland and Spokane to Kalispell (serving Big Mountain).

Special "tour basing" fares will be available to passengers using the service. Under the fares, passengers will receive a discount on the cost of their tickets when they purchase a minimum ground arrangement package such as hotel or ski lodge accommodations or rental car.

Each of the flights will operate on a round-trip basis with the return also on Saturday.

Meet 'Mr. Average' Surveyed Passenger

Meet the average Hughes Airwest passenger.

He's male, between 35 and 49 years old, American, traveling on business, will be on his trip two to three days, decided to travel a week to a month before leaving, made his own reservation, picked up his ticket at the airport ticket counter and paid for the ticket by check or cash and it took him less than three minutes to check in. He selected Hughes Airwest for

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Phoenix Wins 1st Res Award

The Phoenix reservations office won its department's performance award for October. It was the first time the office won the five-month-old competition.

Phoenix agents handled 89,199 calls during the month, or an average of 14 calls per hour per agent. Only 2.5 per cent of the incoming calls were lost.

Seattle was second in the competition, followed by Los Angeles and San Francisco.

The award is based on the number of calls taken, the percentage of lost calls and other factors, including sick time taken, personal time-off and overtime, that contribute to the over-all employee productivity in the office.

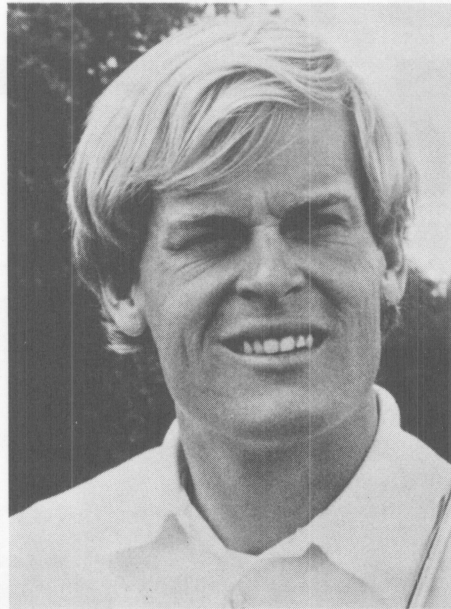
Portland Captures Station Competition

Portland station and maintenance personnel regained the station department's class A performance award in October, a distinction it won six consecutive months before losing out the last two months to Salt Lake City and San Francisco.

Only 18 (2.8 per cent) of the 653 flights operating through the station in October suffered controllable delays. San Francisco, last month's winner, was second with 26 (3.0 per cent) of its 874 flights delayed.

Sacramento repeated as the class B winner. It has now taken the honors four times, more than any other class B winner. During October, three (0.94 per cent) of its 319 flights were delayed at the station. Ontario, with three (1.18 per cent) of its 255 flights delayed, was second.

North Bend/Coos Bay edged out Pullman/Moscow for class C honors, making it the third win for the station in the nine-month-old competition. Pullman/Moscow is the only other class C winner. North Bend/Coos Bay had a perfect month in October. None of the 106 flights operated were delayed. Pullman/Moscow was second with one (0.39 per cent) of its 259 flights delayed.



Johnny Miller

Pro Golfer Named Marketing Associate

Professional golfer Johnny Miller has joined Hughes Airwest as a marketing associate.

Miller, 24, will represent the company in special golf events. He will also participate in promotional activities in behalf of the company and appear in company ads promoting golf and golfing vacation spots.

Miller is in the top 15 money winners on the professional golf tour this year. He tied for second place with Jack Nicklaus for the Masters' Championship and won the 1971 Southern Open championship at Columbus, Ga. He is a native of San Francisco.

Martin Gets Post In Pilots' Group

Capt. Jim Martin, San Francisco, has been named to the executive committee of Project Concern, an organization of airline pilots set up to work for the release of prisoners of war in Vietnam.

Project Concern distributes bracelets with the names of prisoners engraved on them and sponsors speakers and presentations to various organizations in hope of influencing the release of prisoners.

Meet 'Mr. Average' Surveyed Passenger

(From Page 1)

reasons other than the fact we are the only airline serving his route of travel and his frequency of travel with us is described as "occasionally."

This is the profile of the average passenger as determined by the first system-wide Hughes Airwest passenger survey conducted Oct. 5-11. In all, more than 37,000 persons responded to the in-flight questionnaire. That's about 83 per cent of those traveling during the survey period.

"This information will mean a great deal to our marketing plans," Skip Clemens, manager of market planning, said.

The survey showed that only 7.3 per cent of the passengers were between 18 and 21 years old. Clemens said this might indicate a need to examine our youth fares or our marketing approach to this age group. The survey indicated that 18 per cent of the travelers made their reservations through a travel agent but that 24 per cent actually purchased their ticket from an agent.

"We cannot be sure yet what these things mean but it gives us very good ground to begin further study," Clemens said.

Passengers generally liked Hughes Airwest's service, according to the survey. For example, 55 per cent said our ticket agents were above average or excellent; 50 per cent gave gate agents the same rating. Hostesses were rated excellent or above average by 63.7 per cent. Only 39 per cent thought our on-time performance was excellent or above average.

The passengers were asked to rate airline service functions in the order of importance to them. The results: on-time performance was the most important to 63.5 per cent; delay at the counter, 37.1 per cent; baggage delivery, 27.7 per cent; telephone reservations, 21.4 per cent; and meal service, 9.6 per cent.

When asked to rank Hughes Airwest on actual performance in all service functions, we had poor grades in three areas, on-time performance, meal service and flight delay information.

WE not THEY**Customer Courtesy Fills Seats**

By Russell V. Stephenson
Vice President-Marketing

Great strides have been made in Hughes Airwest in the last year in providing an improved product. Customers know about it; their written comments on the inflight customer survey we just conducted indicate so.

However, the survey also indicates that we have a long way to go in courteous, interested treatment of the customer. This is *the* single most important element in convincing people who fly with competitors, or who drive, that they should fly with us.

When a customer pays for a ticket, he expects service and is not interested in the personal problems of an airline employe or the company. He's paying for priority attention.

It is to this element of service that we must devote our energies in 1972.

One way to start the ball rolling is to talk about "we" in Hughes Airwest, not "they." Have you ever heard an employe refer to "they," especially if a problem is involved? Have you ever been guilty yourself?

We all have problems. Providing satisfactory airline service is not the easiest job in the world. But we're all in it together. No department in an airline can get along without the other departments. Remember that, when you are inclined to pass the buck by talking about what "they" did.

Interestingly enough, this isn't a matter of the number of employes. There are two carriers that come to mind who board more passengers per employe than we do, yet have a better reputation for courteous, interested treatment of customers. It's a matter of company spirit.

The new image program gives us an opportunity to develop a "WE" spirit. It is attracting attention, favorable attention for the most part. It is making people think and inquire about Hughes Airwest.

This gives us an opening, with a smile, with the use of the customer's name, to develop a word-of-mouth advertising program about the interest we show in our customer. This will bring more of them. It gives us a chance to talk about **WE not THEY**.

Selling airline seats — that's what all of us have to do — for our own selfish interest as well as pride.

Eugene Employes Give \$100 To Help Save Life of Girl, 5

A five-year-old Eugene, Ore. girl is alive and healthy today thanks in part to the help of Hughes Airwest employes in her hometown.

Little Anita Ragsdale suffered from a congenital heart condition that required open heart surgery. A public appeal was made for \$500 for plane fare for Anita and her mother to Rochester, Minn.

where the surgery would be performed at the Mayo Clinic.

Hughes Airwest employes at the Eugene station donated \$100 of the more than \$4,000 that came in as a result of the appeal.

Anita returned to Eugene in late October after successful surgery.

Two Suggestions Yield Cash Awards

Two cash awards were made this month to employes under the company's employe suggestion program — one to a repeat winner and the other to the first woman to receive such an award.

Anne Connolly, San Francisco-based intermediate clerk, was awarded \$50 for a suggestion to eliminate hand written revisions of the company telephone directory. All future changes in the book will be handled by the manuals department with full pages being issued to each telephone book holder. The suggestion will end the possibility of mistakes in transposing numbers and names from communications department memos to telephone book pages.

Firmin Van Gaveren, a Phoenix-based mechanic, was awarded \$50.

Van Gaveren determined that boxes shipped to the company containing brake wear pads for aircraft brakes were sometimes short in number compared to the number ordered and also that a number of pads in each shipment were defective. He devised a way to make these pads usable. He previously received \$100 for an idea concerning conservation of man hours needed for DC-9 brake overhaul.

Three Retirements End '63 Years' of Service

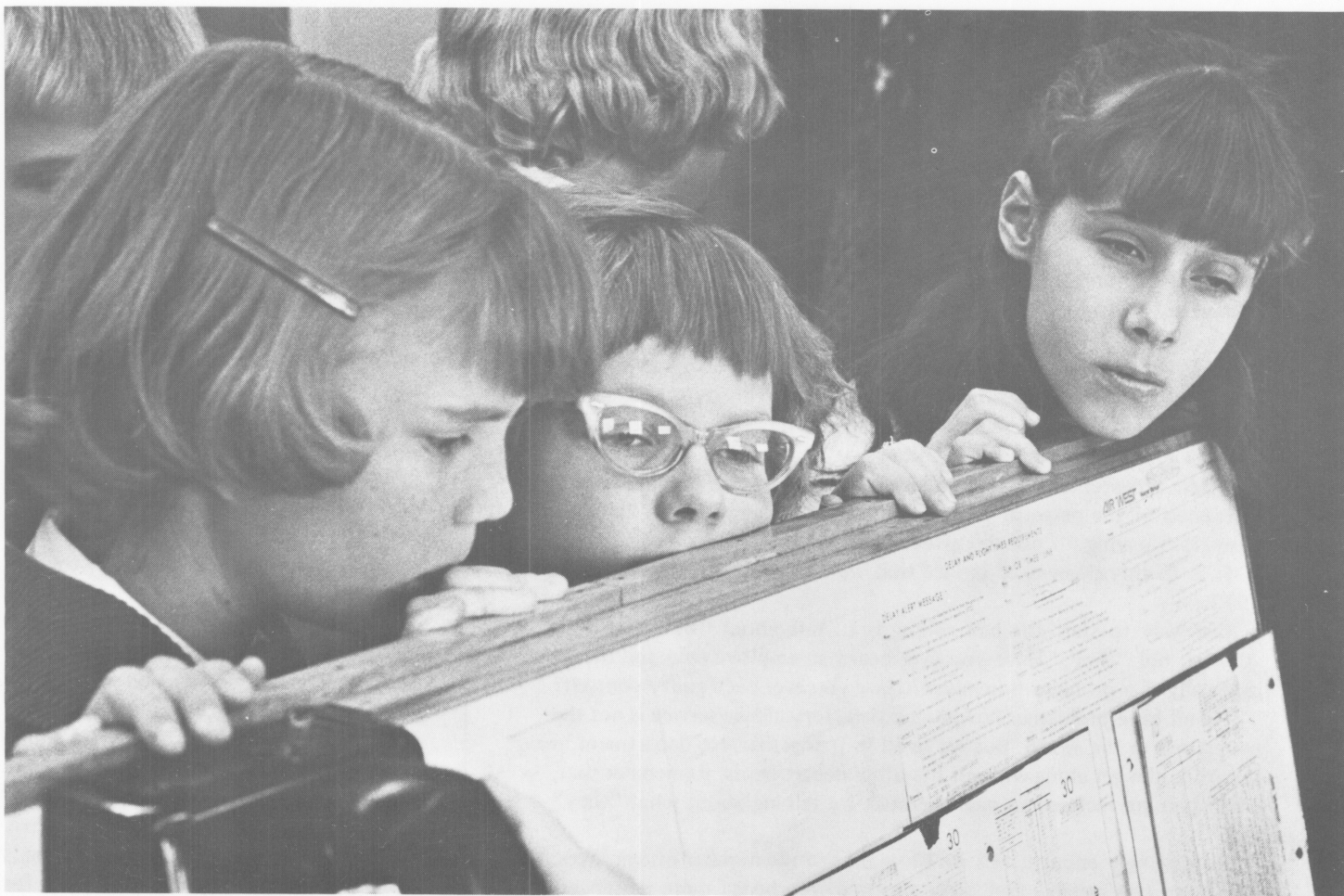
Three Hughes Airwest veterans with a combined total of 63 years service with the company and its predecessors, retired Nov. 1.

They are **Hal Wallis**, **Walter Crowe** and **Capt. Norman Bryar**.

Wallis, who was manager of flight records at San Francisco when he retired, began with West Coast Airlines in November, 1946. He subsequently served in various executive positions in sales, marketing and operations.

Crowe, a San Francisco-based mechanic, began his career with Pacific Airlines in January, 1952. He has been in that position since, based mostly at San Francisco.

Capt. Bryar, a Seattle-based pilot, began with West Coast Airlines in November, 1952. He has been based at various points throughout the Pacific Northwest.



Touching and listening is also "seeing."

SALT LAKE CITY ADVENTURE

'Seeing' Is Believing And learning for Blind Youth

The little girl was 8. Her light brown hair fell over her shoulders in the casual manner of children. Her hand was outstretched, feeling the object in front of her. Her mouth had that kind of twist you get when you are discovering something for the first time. Her eyes sparkled with a glow different than that normally seen on little girls' faces.

The little girl was totally blind.

She was discovering the pilot's wings pinned to Capt. Carl Mauck's uniform. She was "seeing" them with her hands.

The little girl was among a group of 31 blind and partially blind children from the Utah State School for the Blind that "saw" the Salt Lake City International Airport and a Hughes Airwest F-27 air-

craft Nov. 5. Capt. Mauck and hostess **Becky Zollo**, both of San Francisco, flew to Salt Lake City on their own time to show the children the airport and aircraft.

One of the instructors from the school said the words "see" and "look" are used with blind persons because even though they use senses other than vision to gain an impression of an object, they are literally seeing.

The students' trip to the airport was arranged by Miss Barbara Gray, an instructor at the school and the daughter of **Mrs. Fran Gray**, manager of benefits and records for Hughes Airwest.

Station personnel explained the various operations of the airport by letting the children touch such things as a ticket

validator and luggage cart. They listened to the teletype and were given a special greeting by a departing Hughes Airwest flight via company radio.

Capt. Mauck took them for a short ride around the airport's taxiways in an F-27.

Sack lunches were served aboard the plane, donated by Airline Foods, Inc., the company's catering vendor at Salt Lake City. During lunch the children were given a tour of the aircraft and an opportunity to sit in the cockpit.

"Many of the children have never 'seen' an airplane before," an instructor said. "This has been a rare learning experience for them."



It was very easy to make friends.



Hostess Becky Zollo stopped to chat with a young passenger.



Her mother, a balloon and a friend to talk to can mean a lot to a little girl who is blind.



MANAGEMENT CLUB — Sen. Howard Cannon (D-Nev.), addressed the first annual combined meeting of the Hughes Airwest Management Club in Las Vegas Nov. 6. About 250 persons attended the meeting at the Desert Inn.

Management Club Hears Sen. Cannon; Announces 4 New Members of Board

The Civil Aeronautics Board should have more say over the fares offered by international carriers flying into the United States, Sen. Howard Cannon, D-Nev., told the Hughes Airwest Management Club meeting in Las Vegas Nov. 6.

Cannon said he had introduced a bill to require CAB approval for fares offered by any carrier operating into the U.S. from a foreign nation. He said without such controls American carriers such as Pan American and Trans World Airlines may be driven out of business by air fare wars such as the current one over North Atlantic fares.

Cannon also told the group that airlines should not depend on blanket fare increases as a means to boost revenue. He said expanded use of promotional fares for special interest groups, such as the elderly, should be explored.

Four new members of the club's board of directors were announced at the meeting. They are: Mrs. Jean Wade, executive secretary, San Mateo; Tom Meushaw, director of production control, Phoenix; Mike Wilson, director of revenue accounting, San Mateo; (each to serve three years) and Norm Hansen, district sales manager, Salt Lake City (elected to a

two-year term).

Holdover members of the board are Bob Hayes, special assistant for public affairs, Phoenix; John Malloy, director of corporate records, San Mateo; Nickie Nick, regional manager of stations, San Francisco; Ed LeShane, station manager, Eugene; and Tom Chandler, station manager, Santa Barbara. Howard Parker, outgoing club president and station manager at Santa Barbara, will remain on the board in an advisory capacity.

The board will meet Dec. 16 to elect new officers and make plans for 1972.

Scoreboard

HUGHES AIRWEST TRAFFIC

	Oct. '71	Oct. '70	% change
PAX	248,311	247,576	+ 0.3
RPM	78.9 mil.	75.5 mil.	+ 3.2
Load Factor	45.2%	43.8%	
PAX Density	34.5	31.5	+ 9.5
Cargo Ton Miles	635,959	528,923	+ 20.2
Cargo Tons Brd.	1,847	1,574	+ 17.3
On-time	87.5%	87.5%	
Year to Date			
	1971	1970	
PAX	2,404 mil.	2,416 mil.	- 0.5%
RPM	776 mil.	738 mil.	+ 5.1%
Load Factor	46.2%	44.7%	
PAX Density	34.3	31.1	+ 10.3
Cargo Ton Miles	5,99 mil.	4,78 mil.	+ 25.3
Cargo Tons Brd.	17,510	14,581	+ 20.1
On-time	85.9%	87.2%	

Service Anniversaries Marked by 40 Employees

These employees celebrate service anniversaries with the company during November.

THIRTY YEARS

Phoenix — Marvin Meier, manager of quality control.

TWENTY-FIVE YEARS

Seattle — Gene Fisher, assistant district manager of maintenance; Capt. Pat O'Grady; Capt. Russell Stanley; Capt. Lewis Gruber. San Francisco — Capt. Jim Douglass; Capt. Charles Craig; Capt. Nathan Stork; Capt. Robert Walton; Capt. Bill Haas; Capt. Earl Spencer.

TWENTY YEARS

Phoenix — Otto Wechsel, lead instrument repairman.

FIFTEEN YEARS

Phoenix — J. H. Phillips, lead mechanic.

TEN YEARS

Pasco — J. A. Johnson, chief agent. Seattle — O. R. Loney, station agent.

FIVE YEARS

Seattle — P. L. Beckley, first officer; M. Hendershot, D. I. Henson and J. L. Krapff, hostesses. Portland — V. G. Rae, station agent and R. L. Patterson, stock clerk. Monterey — W. F. Wade, chief station agent. North Bend — C. W. Wilkinson, station agent. Phoenix — S. A. Adams, F. M. Hurd and F. Brenaman, secretaries; R. B. Rhea and L. R. Hillyer, stock clerks; W. A. Gray, station agent; L. C. Mai, reservation agent; J. W. Hill, analyst. Salt Lake City — G. L. Vigil, station agent. Los Angeles — G. R. Kramer and E. C. Zellman, reservation agents; W. R. Daugherty, lead mechanic; J. R. McCreary, station agent. San Francisco — J. L. Beauchamp, senior accounting clerk; D. Haycock, hostess. Pasco — J. P. Rash, ticket agent. Tucson — G. L. Toci, station agent.

Travel Bargains

A special three-day, two-night ski package at Park City West is available to Hughes Airwest employees.

The fare of \$42 includes a hotel in Salt Lake City, transportation to the slopes and all lift passes. Rental car is included in price for groups of four skiers. Discount on lessons and equipment rental is available. For details contact Erling Halverson, LeFebvre Associates, 9841 Airport Blvd., Los Angeles, Ca. 90045. Telephone (213) 641-7770.

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World-Wide Interline Tours offers its week-long tours of Rome and Athens and the Holy Land for \$192 per person. Tour includes most meals, positive space air fare, hotel, transfers and sightseeing. Tours depart each Saturday, January through May 1 and Sept. 15 through Dec. 31. Contact World-Wide Interline Tours, P.O. Box 28034, Atlanta, Ga. 30328.

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Lufthansa German Airlines is offering a series of 11 wintertime interline tour programs to Europe now through April, 1972. Tours are three to seven days in length. Prices range from \$80 to \$120. For further information contact nearest Lufthansa sales office.

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Japan Air Lines' "Happi" weekend tours of London will be offered Nov. 6 through March 25, 1972, with Dec. 25-Jan. 8 blacked out. Fare of \$75 includes air transportation from New York, hotel, some meals, transfers and sightseeing. Depart on Saturday. Return to New York on Tuesday. Write: Bates Travel Service, 745 Fifth Ave., New York, N.Y. 10022, Attention Miss Diana Nairn.

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Special rates for airline personnel at Ala Moana Hotel in Honolulu are \$6 per person a day in a twin or double room and \$9 per day for single occupancy. Reservations required. Write on company letterhead to: General Manager, Ala Moana Hotel, 410 Atkinson Drive, Honolulu, Hawaii 96814.

Traffic Performance Up

(From Page 1)

wide climbed 17.3 per cent to 1,847 from 1,574.

Year-To-Date's Performance

Passenger boardings for the first 10 months of 1971 accounted for the only dip in year-to-date traffic volume for the carrier — 2,403,695 versus 2,416,006, or a 0.5 per cent decrease.

These passengers, however, flew 5.1 per cent more fare-paying miles in the first 10 months — 776,089,228 compared with 738,220,214 in the similar period a year ago.

The average load factor so far this year is up to 46.2 per cent from 44.7 through October, 1970.

Passenger density rose 10.3 per cent for the period to 34.3 from 31.1.

The systemwide on-time average fell slightly to 85.9 per cent from 87.2.

Cargo ton miles rose 25.3 per cent to 5,990,205 from 4,779,932 miles a year ago.

Total tons of cargo boarded systemwide increased 20.1 per cent to 17,510 from 14,581.

Financial Results

FINANCIAL RESULTS (in thousands)

	OCTOBER		YEAR TO DATE	
	1971	1970	1971	1970
Total revenue	\$ 8,613	\$ 7,394	\$ 82,357	\$ 70,106
Operating expenses	8,503	8,286	83,367	75,530
Operating profit (loss)	110	(892)	(1,010)	(5,424)
Non-operating income (expense)	(190)	(352)	(2,249)	(4,684)
Net profit (loss)	(80)	(1,244)	(3,259)	(10,108)

A HUGHES AIRWEST FIRST Night Tale Told by Telltale Tails

Hughes Airwest's new telltale tails are telling their tale for the first time at night.

The airline's fleet of newly painted, bright yellow DC-9 jet aircraft — easily visible during daylight — will become the first in the U.S. to use a new technique for making them quickly distinguishable at night.

The tails are lit by intense beams from lights mounted on the wingtips instead of the horizontal stabilizer — a practice common among some airlines.

This permits a larger and more evenly

diffused beam of light to be cast on the tail to better illuminate it and its blue insignia at night.

The new lighting technique also will provide a greater safety factor by improving the aircraft's nighttime visibility when taxiing around airports.

Although the regional airline's entire fleet of DC-9 jets and F-27 propjets is getting a new yellow paint job, only the jets will be outfitted with the new tail lights.

The lighting system — dubbed Tel-Tail — is manufactured by DeVore Aviation Service Corp. of Van Nuys, Calif.



DEDICATION – Participating in the dedication of the new \$1.4 million air freight building at Los Angeles International Airport were Zonia Arauzo (left), a San Francisco-based Hughes Airwest hostess; Bob Donahue, director of cargo and charter sales for Hughes Airwest (center), and Stephen C. Bilheimer, vice president of the Board of Airport Commissioners.

Los Angeles Cargo Terminal Dedicated

Dedication ceremonies of Air Freight Building No. 1, new \$1.4 million joint-use cargo terminal constructed by the Los Angeles Department of Airports, were held Oct. 20 in the Cargo City area of the Los Angeles International Airport.

Stephen C. Bilheimer, vice president of the Board of Airport Commissioners, conducted plaque unveiling ceremonies and presented replicas to the terminal's first air carrier tenants – Hughes Airwest, Aeronaves, National, Northwest Orient, Pacific Southwest and Western airlines.

Located at 5600 W. Century Blvd., the new facility is built on the site of the first building at the airport constructed exclusively for cargo use in 1951.

"The growth of air cargo volume in that 20-year period has been phenomenal," Bilheimer said. "At Los Angeles International it has increased 12-fold to more than one billion pounds annually."

Hughes Airwest was represented by **Bob Donahue**, director of cargo and charter sales; **Bill Allen**, regional manager of cargo sales, and **Zonia Arauzo**, a San Francisco-based hostess who modeled the company's new hostess uniform at the ceremonies.

Improper Attire Bars Boarding

Eastern and United Airlines have reported that interline travelers will not be boarded if they are improperly attired. Required dress is: jacket and tie or appropriate sweater for men; dress, suit or pants suit for women; and appropriate dress for children under 16.

HUGHES AIRWEST

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

FLYING GOURMET Spicy Spanish Dish Popular

Want to add some spice to your life? Try Hughes Airwest popular El Pollo Mexicana, one of eight dishes with a Spanish accent served on flights to La Paz and Mazatlan.

In this classic meal, chicken breasts are smothered in a rich 'n' sassy Creole sauce. The airline's version is worthy of note because of its careful blend of spices and vegetables that assure neither too bland nor too strong a flavor.

As a bonus, cooks who make a double portion of the sauce can enhance leftover pork, veal or fowl.

EL POLLO MEXICANA for four:

- Chicken breasts, legs or both
- ¼ cup oil
- ¼ cup butter
- 2 finely chopped onions
- 1 clove garlic
- 3 diced green peppers
- ½ cup diced celery
- 2 tablespoons tomato paste
- ½ cup dry white wine
- 1 16-oz. can of tomatoes
- ¼ teaspoon salt
- ¼ teaspoon black, ground pepper
- 1 teaspoon paprika
- ¼ teaspoon thyme
- 1 small bay leaf
- 1 teaspoon gumbo fumet (optional)

Season chicken and brown in a skillet filled with ¼ cup oil. Place the browned chicken on a sheet pan and bake at 375 degrees for 20 minutes. Meanwhile, heat butter in a large sauce pan, then saute onions, garlic, peppers and celery until the onions are transparent. Add tomato paste, tomatoes, bay leaf and seasonings. Simmer gently for 10-15 minutes, stirring frequently to avoid scorching. Remove chicken from oven and add to sauce, simmering five minutes more.

Serve the chicken and sauce with Spanish rice, which you can make yourself. Cook 1½ cups rice until tender, then add ¼ cup each of diced green pepper, onion, pimiento, and Jalapeno pepper, plus ½ cup tomato juice and one can of whole tomatoes. On the side serve refried beans and a tossed green salad dressed with oil and vinegar.