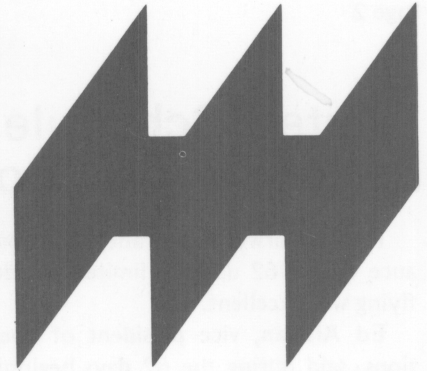


# HUGHES AIRWEST



Vol. 4, No. 1

HUGHES AIR CORP.

March, 1972

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**TASTY DISH** — The Sundance Server, the company's new meal service tray, got a test run recently. Hostess Karen Galvin, San Francisco, served meals to Opal Morgan, Portland ticket agent, and Ron Gilmore, San Francisco district sales manager. Roy Shanks, manager of customer relations (at the top), also took part in the test. (See story page 3.)

## CAB Action May Alter System

Hughes Airwest's present route system could be significantly changed if applications now on file with the Civil Aeronautics Board are approved.

The most important request would consolidate the various route authorities inherited from the pre-merger airlines — Pacific, Bonanza and West Coast. Consolidation would allow much more flexibility in scheduling and flight patterns, resulting in increased passenger traffic, Richard Fitzgerald, senior director of regulatory affairs, said.

New flights could be operated within the existing system but over routes that now must be flown on a one- or multi-stop basis. For example, flights now operating between Santa Ana and Salt Lake City must stop in Las Vegas. Consolidation could permit non-stop flights between the two points.

"By consolidating the segments, we  
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## Fare Hike Approved By California PUC

The California Public Utilities Commission has granted Hughes Airwest permission to raise most of its intra-California fares 6 per cent.

The move follows a Civil Aeronautics Board granted fare increase issued in May, 1971, also raising fares 6 per cent. Even though the CAB granted the increase for most Hughes Airwest fares, permission was necessary from the California PUC before fares could be raised in that state.

Hughes Airwest reduced certain fares in other markets to a more competitive level, including rates between Seattle and Portland and between Phoenix and Tucson.

## Limited Schedule Performance Good

Hughes Airwest's operational performance during 62 days of limited schedule flying was excellent.

Ed Altman, vice president of operations, said during the 62 days beginning Dec. 22, the company boarded 52,430 passengers for a 62.4 per cent load factor. During that time 89 per cent of the flights were on-time and 98.3 per cent of the scheduled flights operated. Some cancellations were experienced because of weather but there were no flights cancelled for mechanical reasons. There were seven mechanical delays. None lasted more than one hour and only three lasted longer than 30 minutes.

The phase one schedule increase that began Feb. 22 brought the available passenger seats to 35 per cent of the pre-strike level. The phase two schedule that began March 13 brought the total to 85 per cent of the pre-strike level. The phase one schedule called for the use of 13 DC-9 jets. In phase two, the schedule called for 18 DC-9s and 13 F-27 aircraft.

## In-flight Magazine Will Be Published

Hughes Airwest's first in-flight publication to be published in more than two years will fly aboard all company aircraft beginning in April.

The multi-color publication — named *The Sundancer* — will become a major marketing tool for the company, featuring articles about prime Hughes Airwest destinations.

It will be printed monthly.

A major feature will be a four-color map of the company's route system featuring topographical and geographical features — mountains, lakes, rivers, ski resorts, national parks and monuments.

The first issue will emphasize the company's new look.

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



**PERFECT FIT** — Hostess Sue Roesch, Phoenix, was one of many hostesses to be fitted for her new uniform ensemble in February. Fittings were held in the four hostess domiciles in anticipation of the uniform's in-flight debut in May.

## Union of Burma Airways Contract Extended; UBA Trainees Will Come to Phoenix Base

Hughes Airwest's maintenance training and support contract with Union of Burma Airways, which began in July, 1970, has been extended until July of this year.

Bob Jorgensen, staff vice president of maintenance and engineering, said five UBA employes will come to Phoenix on April 24 to begin seven weeks of extensive maintenance training on the Boeing 727 aircraft. The training is one of the final steps in the agreement made between the two airlines when Hughes Airwest sold one of its Boeing 727s to the Asian carrier almost two years ago.

Since the sale four Hughes Airwest maintenance personnel have been in Burma providing on-the-job training for UBA

personnel. Two of those, **Jorge Mayor** and **Steve Jones**, have returned to the United States. The other two, **Jim McManmon** and **Jack Zogg**, will remain in Burma for the duration of the contract.

McManmon said the Hughes Airwest contract with the government-owned airline is unique. Until recently Hughes Airwest has been the only American company to operate as it does in Burma. The Hughes Airwest personnel have been the only Americans (other than the diplomatic corps) to have multiple entry visas.

"We have had a very excellent operation," McManmon said. "We have been able to make a lot of friends for the company and for the United States."