HUGHES AIRWEST

Vol. 4, No. 3 HUGHES AIR CORP. May, 1972

Move over United, Western, Northwest, Continental--here comes Hughes Airwest!

(Turn page for complete story)

Most Competitive, Far-Reaching Schedule Due July 1

Hughes Airwest will launch the most competitive and far-reaching passenger pattern in the airline's history on July 1.

It includes the inauguration of new routes, more flights, an increase in available seat miles, and the recall of 30 pilots from furlough – the largest number in more than two years.

One of the highlights of the July 1 schedule will be the inauguration of Portland-San Francisco and San Francisco-Los Angeles non-stop service. This route authority was approved by the Civil Aeronautics Board in May, 19710.

"The new schedule will be the best and most competitive ever offered," said **Irving Tague**, general manager and vice president.

Competitive Markets

"We are now stepping into highly competitive markets that were once the exclusive territory of some of the trunk carriers," he said. "This means that we – as individuals and as a company – will have to be more aggressive and better than ever before.

"I'm confident our employes have the skills and desire to make this a success," he said.

Tague warned that even though the company is improving rapidly "we are still not out of the woods."

More Pilots

Ed Altman, vice president of operations, said additional pilots may be needed depending on the full allocation of flight time. The 30 recalled pilots for the July 1 schedule will be in addition to the eight pilots recalled for the April 30 schedule.

The July expansion follows closely behind a major expansion of competitive service on April 30. (See story on page 4 .)

It includes the following operational increases compared with the April 30 schedule:

– 13 per cent more available seat miles.

– 900 more flight hours monthly) 600 in jets and 300 in F-27s).

– Upgrading of some pilots to captains in DC-9 and F-27 aircraft.

– Adding one DC-9-30 aircraft to the fleet. The aircraft leased to Allegheny will be returned to service with Hughes Airwest.

– Increasing competitive seat miles to 60 per cent of the system total from the current 55 per cent.

– Upping jet seat miles to 85 per cent from 84 per cent of the system total. (This is the highest percentage of any regional airline.)

Scheduled jet aircraft utilization will be 9.3 hours daily, the highest in the company's history.

Traffic Forecasts

Traffic forecasts for July through November are higher compared with the same period last year:

– 10 per cent more passengers.

– 20 per cent more revenue passenger miles.

– 2 percentage points greater load factor per month.

– 9.5 per cent greater length of the average passenger journey. (Increased to 356 miles from 325 miles.)

On-Line Connections

Russ Stephenson, vice president of marketing, said that the July 1 schedule will begin a strategy of clustering many flight arrivals at larger cities to enable passengers to make connections on "our jets instead of the competitors'."

In the sales field, Stephenson said the marketing department will concentrate existing resources on "specific markets in our system instead of spreading ourselves too thin."

The schedule will be supported by a $1.6 million advertising campaign. (See additional story page 10 .)

Strategy Change

Terry Ashton, senior director of planning, said the schedule reflects a major change in strategy for the company.

"We are going from a 'fill-the-gap' schedule to a direct competition schedule. Our competitors must now match us instead of we having to match them," he said.

At the present time the expanded number of flight hours is expected to remain the same through the end of the year. Additional expansion is expected pending CAB approval of a company request for route expansion. (See story page 5 .)

Best Service

The schedule will allow the best on-line service by any airline between most cities in Washington, Oregon, and Northern California on one hand and San Francisco, Los Angeles and Tucson on the other.

The July schedule adds these key daily round-trip flights to the existing service pattern:

(Continued Page 4)

Scoreboard

HUGHES AIRWEST TRAFFIC

April

	April '72	April '71	% Change
PAX	193,703	243,873	– 20.6
RPM	66.5 mil	79.5 mil	– 16.4
ASM	149.3 mil	164.7 mil	– 9.3
Load Factor	44.5%	48.3%	
PAX Density	37.4	35	+ 6.9
Cargo Ton Miles	447,597	619,675	– 27.8
Cargo Tons Brd.	1,222	1,789	– 31.7
On-time	91.4%	91.5%	

Year to Date

	1972*	1971	% Change
PAX	422,220	920,032	– 54.1
RPM	147.3 mil	299.3 mil	– 50.8
ASM	313.3 mil	646.9 mil	– 51.6
Load Factor	47%	46.3%	
PAX Density	40.6	33.6	+ 20.8
Cargo Ton Miles	795,079	2.3mil	– 65.2
Cargo Tons Brd.	2,179	6,705	– 67.5
On-time	89.7%	84.4%	

*All 1972 figures are the result of a restricted flight schedule.

Stephenson Cites Major Goal in '72: Earn $2-Million Profit

The major goal of Hughes Airwest in 1972 is to earn a $2-million profit, **Russ Stephenson,** vice president of marketing, told the annual meeting of marketing and sales personnel.

"This year's marketing effort must lead to a $2-million profit; that's our corporate objective," Stephenson said. "We must break our backs to achieve it."

More than 75 persons from all divisions of the marketing department attended the meeting March 22 at the Airport Marina Hotel in San Francisco.

Revenue Increases

Stephenson said achieving the $2 million profit goal will require an increase over 1971 levels of more than 20 per cent in passenger revenue and 16 per cent each in charter and cargo revenues.

Russ Stephenson

"This is put in some perspective when you remember that most carriers are forecasting in the range of a six to 12 per cent increase," he said. "We must base our gains on 12 months of full operations. Losing four months to a labor dispute makes out job that much more difficult."

Bright Future

He described the airline industry as in a "bright" period following a severe recession. Of this company's future, Stephenson said Hughes Airwest has the greatest potential of any of the regionals.

"The big growth in the airline industry in the next 10 years will be in pleasure travel. We serve the greatest area in the country for pleasure travel potential. Second, our new management has taken great strides to overcome the abortive nature of the first two merger years (1968-69) that not only did not tap the potential of the combined system, but actually discouraged traffic."

Contact Employes

Stephenson placed a primary focus for achieving the profit goal on employes who are in direct contact with customers.

"Good flight scheduling, mechanical performance, on-time arrivals and being good order takers will bring in 90 to 95 per cent of the optimum revenues virtually without a marketing department," he said "The five to 10 per cent of the total revenues that spell the difference in loss or breakeven on one hand, and profit, are what marketing must provide."

Improved Service

Improved customer service to complement the operational excellence, must be first in the minds of all employes, he said.

"This must occur in telephone sales, at the ticket counter, gate check-in, and baggage delivery, and in flight both by hostesses and pilots," Stephenson said. "In other words, at all points of customer contact. This customer service must reflect the image change: it must be distinctive and it must be warm."

Stephenson said the future of Hughes Airwest depends on growth. "Without it, we will wither and be absorbed because of continued increases in costs."

'Happy Days' Here With Nickel Beer

Nickel beer is back.

And Hughes Airwest has it — along with peanuts or pretzels — on afternoon flights between Las Vegas and Ontario.

The new passenger service, called "Happy Days Are Here Again," is coupled with a 33 per cent cut in the round-trip fare between the two cities with the introduction April 30 of a special $34 excursion rate good for 10 days.

A nickel aboard Hughes Airwest will buy an eight-ounce can of cold brew — not the 16-ounce schooner that sold for a nickel in the early thirties.

"But then these are the Happy Days of 1972," **Russ Fields,** manager of passenger service, said.

PSA Given Authority To Stockton, Fresno

Pacific Southwest Airlines has been granted authority by the California Public Utilities Commission to serve Stockton and Fresno.

Hughes Airwest had strongly opposed the move, telling the PUC that such an award would hamper Hughes Airwest's economic ability to serve the two communities.

Obituaries

Yvonne A. Potter, 14, daughter of **Barbara Potter,** Portland aircraft cleaner, died March 27 of cystic fibrosis.

• • • •

Noel Williams, 45, Los Angeles aircraft cleaner, died April 18 at work. He jointed the company in 1968 and was selected an employe of the month in November, 1970.

Grand Canyon Runway Work Halts Flights

A runway construction project at the Grand Canyon Airport has forced cancellation of all Hughes Airwest flights to the airport.

Ed Altman, vice president of operations, said the airline will resume a full schedule of flights when the project is completed. The restored service will include the first jet service for Grand Canyon.

Partial flight service is scheduled to begin June 12. This will be limited to daytime, visual flight rule service only, Altman said. Full airport operation, including the inauguration of jet flights, is scheduled for July 1.

July 1 Schedule Most Competitive

(From Page 2)

– Two jets from Calgary to Spokane and points south. (This is a reinstatement of jet flights and the first time two daily Hughes Airwest jets have served the Canadian city.)

– A third Eugene-San Francisco non-stop with a continuation to Los Angeles.

– A Medford-San Francisco non-stop. (Reinstatement of non-stop service.)

– The first Hughes Airwest-Tucson one-stop service. (The stop is in Los Angeles.)

– A third Los Angeles-Tucson flight. (The most ever.)

– A fifth Spokane-Seattle flight. (The most ever.)

– A sixth Phoenix-Tucson flight.

– Inauguration of jet service to Grand Canyon. (See story page 3).

– Inauguration of Hughes Airwest flights to Lake Havasu City. F-27 aircraft will be used.

Meet Flights

The new Portland-San Francisco-Los Angeles schedule will be limited and designed to meet Hughes Airwest's connecting flights to other on-line points. This eliminates giving our passengers to a competitor when their destination is one of the new stops on the new service pattern.

Larry Curns, director of customer services, reported that 30 to 35 additional hostesses will be required for the July 1 schedule. A training class is already under way and applicants are being screened for a second class. He said that all furloughed hostesses have been recalled.

Kip Wharton, senior director of stations, reported that the stations department also plans an increase in personnel at selected cities, but that the exact number has not been determined.

HUGHES AIRWEST

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

Richard Fitzgerald

Fitzgerald Promoted To Staff V. P. Post

Richard A. Fitzgerald, a veteran of 31 years in the air transportation industry, has been promoted to staff vice president of regulatory affairs for Hughes Airwest.

His responsibilities will include directing the airline's regulatory activities with the Civil Aeronautics Board and other federal agencies. He will report to **Irving Tague,** vice president and general manager.

Fitzgerald, 58, was an executive with Frontier Airlines for 10 years before joining Hughes Airwest in 1971 as senior director of route development.

He previously had been associated with Seaboard World Airways, National Airlines, Inc. and the Air Transport Association in various positions. He practiced aviation law in Washington, D.C. from 1941 to 1955.

Domestic Airlines Pay for Maintenance

Maintenance for the 2,400 planes of America's 31 scheduled airlines now costs more than $2 billion a year, according to the Air Transport Association. That's more than $800,000 a year for every aircraft. During the life of an average jet aircraft, five man-hours of inspection, maintenance and repair on the ground are spent for every hour in the air, and there are approximately 23 mechancis for each plane.

April 30 Schedule Aims at Passengers Of 'The Big Guys'

Hughes Airwest initiated its most ambitious schedule April 30 designed to take passengers away from major competitors – – United, Western, Northwest and Continental. It is the first step in a major schedule expansion planned for July 1. (See story page 2.)

The new schedule will provide 11.2 per cent more air service (passenger seat miles) than was available in the last full operation schedule on Dec. 15. Nearly 85 per cent of the airline's seat miles will be in jet aircraft.

"This is the highest percentage of jet seat miles in the history of Hughes Airwest," **Russ Stephenson,** vice president of marketing, said.

"Actual aircraft departures will increase three per cent over the pre-strike level," he said.

The schedule will create a longer average non-stop segment and increased segment speeds and more available seat miles per flying hour than any past schedule.

Stephenson said aircraft utilization has been increased and more flight operations planned for competitive markets.

"All in all," he said, "we consider the April 30 schedule to be the most ambitious and competitive the airline has ever undertaken."

Highlights of the schedule include these:

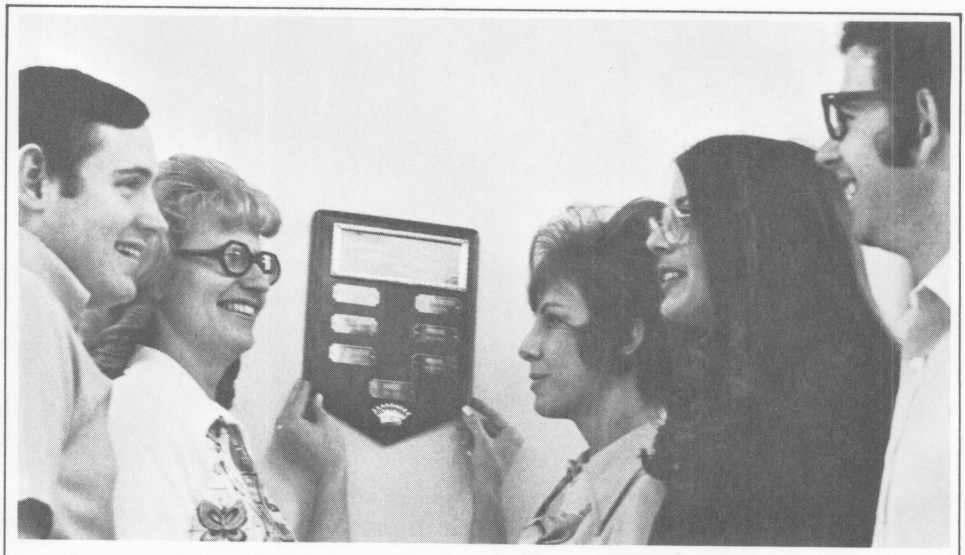
– Burbank: addition of a third daily jet to Las Vegas and a direct round-trip flight to Salt Lake City.

– Arcata/Eureka: one additional non-stop flight daily from Los Angeles and a third daily non-stop jet to San Francisco.

– Kalispell and Great Falls: inauguration of jet service to these Montana points. Morning departures for Spokane and Seattle with evening returns are scheduled.

– Las Vegas: additional jet flights to San Diego, Burbank, Salt Lake City and Santa Ana; reduced fare and "nickel beer" flights to Ontario.

(Continued Page 5)



RESERVATION WINNERS – The Phoenix reservation office was the office of the year in that department's annual competition. The plaque won by the office is displayed with (from the left) Ken Moroney, sales agent; Dianne Fischer, group and tour desk; Joyce Shaffer, sales agent; Dixie Karber, agency desk; and Roddy Cox, sales agent. Phoenix employes won three monthly competitions with the other reservation offices at Los Angeles, San Francisco and Seattle.

April 30 Schedule Aims at 'Big Guys'

(From Page 4)

- Lewiston: the first jet service to Portland and Eugene.
- Mexico: the first summer schedule providing daily flights. All flights will serve Guadalajara.
- Oakland: addition of a second daily jet serving San Jose, Las Vegas and Phoenix.
- Ontario: reduced fare and "nickel beer" F-27 flights to Las Vegas.
- Phoenix: non-stop jets to San Jose and a fourth daily jet to Santa Ana.
- Portland: additional jet service to Arcata/Eureka, Yakima, Pasco, Lewiston and Seattle.
- Salt Lake City: additional jet service to Santa Ana, Las Vegas and Burbank.
- San Diego: addition of a third daily jet flight to Las Vegas.
- San Francisco: new daily jet service to Sacramento; the earliest daily departure to Phoenix; daily service to Guadalajara; reinstatement of non-stop F-27 service to Paso Robles and direct service to Bakersfield.
- San Jose: inauguration of daily non-stop jets to Phoenix and daily service to Guadalajara.
- Santa Ana: additional jet service to San Diego, Salt Lake City, Las Vegas, and Phoenix.
- Seattle: additional jet service to Portland and Spokane.
- Spokane: inauguration of jet service to Great Falls and Kalispell and additional jet service to Seattle.

Show Cause Ordered in Route Consolidation

The Civil Aeronautics Board has issued an order to show cause why it should not grant a Hughes Airwest request for consolidation of its route system.

The order allows interested parties until June 1 to file objections. The board will consider any objections filed and then determine if the consolidation will be granted or if further hearings will be necessary.

Route consolidation would allow the company to completely integrate the three route systems operated by Pacific, Bonanza and West Coast airlines. The action would permit new non-stop authority between some non-competitive markets and would change certain intermediate point requirements now imposed on the company.

Choice of Aircraft Based on Economics

Operation of aircraft seating 40 to 60 passengers is economically justified only at cities originating more than 40 passengers a day, according to a report issued by the Civil Aeronautics Board's Bureau of Operating Rights.

"When fewer than 40 passengers enplane," said the BOR, "such services on the average generate a need for more than $20 of federal subsidy per passenger. A carrier's more profitable routes cannot realistically be expected to offset even a substantial part of the loss."

The BOR made its study from 1969 data involving the operations of Air West, Inc., Allegheny, Frontier and Texas International.

The report said detailed economic analysis of the four carriers for 38 marginal routes involving 126 marginal cities indicate they developed "aggregate operating losses of $20.5 million and an economic need of $27.4 million." Economic need is operating loss plus the return on investment required including an allowance for income tax.

Frontier served the most marginal cities – 56 – and had the largest marginal route operating loss of the four carriers and had the largest economic need. Texas International served the fewest marginal points – 15 – and had the lowest operating loss. Air West, Inc. served 33 marginal points.

The BOR said the $20.8 million in subsidy received by the four carriers in 1969 was $6.6 million less than the economic need of their marginal routes under the prevailing subsidy payment formula.

The report will be used in formulating CAB policy.

Average Airliner Age

The average commercial airliner in the United States is three years old. The average passenger automobile is six years old, the average bus is seven years, and the average railroad passenger car is 22 years old.

Guest speaker Walter Johnson

More than 75 Hughes Airwest sales and marketing management personnel took part in that department's annual meeting in San Francisco in April.

The featured speaker of the all-day affair was Walter Johnson, president of Infoplan International, a public relations and management consulting company.

Russ Stephenson, vice president of marketing, said the major challenge facing the marketing department was meeting a $2 - million profit goal for the year. (See story page 3.)

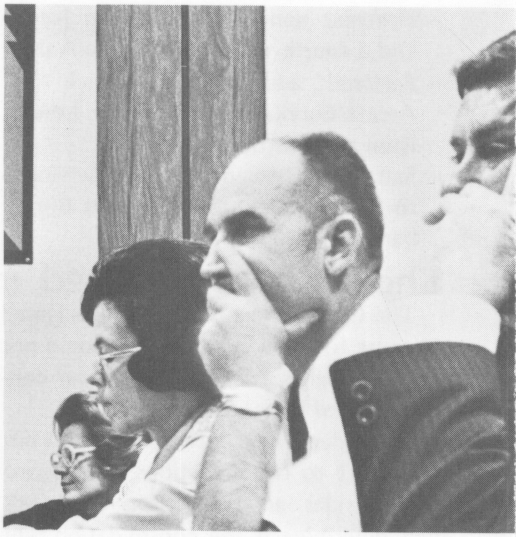
Other division heads from within the department spoke about plans from their individual areas.

The pictures on this page reflect the faces of some of the attendees.

Ed Altmar

MARKETING MANAGEMENT MASTERS MO

Norm Hansen, Walt Steckline, Russ Fields, Bill Gerrard and Charlotte Peters (from left)



Pat Braden, Marilyn Link, Russ Ford and Jack S

ı, vice president of operations, was a speaker

NEY MALADY: PROMISES PROMPT PROFIT

stoops (from left)

Bill Schramm, Lynn Manning and Catherine DeMartin (from left front)

Ten Fill New Management Posts

Ten persons have been named to new management positions with Hughes Airwest.

Pat Braden joined the company as manager of convention sales. She has been in the travel business for 10 years, including stints with Eastern, Continental, Air New Zealand and most recently with Air Siam. She is based in San Mateo.

Pete Conley joined the company as staff accountant based in San Mateo. He comes to the company after eight years with Aloha Airlines and five years with the Civil Aeronautics Board.

Bill Gerrard, a 10-year Hughes Airwest veteran, is the new district marketing manager for northern California. Gerrard has held several sales posts, most recently as district sales manager in Seattle.

Tracy Hornbuckle is the new supervisor of payroll and disbursement in San Mateo. He began his company career as a ticket agent in 1960 and has since held several positions in the accounting department.

Ernest Koenig joined Hughes Airwest as airline systems planner. He will be responsible for development of automated financial programs. Most recently he was controller for the Intermed Corp. in Santa Cruz.

Marilyn Link joined the company as special assistant for sales development in New York City. She will assist in developing sales programs throughout the East. She brings 10 years of airline sales experience to Hughes Airwest.

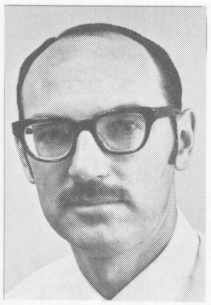
Norman O'Donnell has been appointed airline systems planner for marketing. He joined the company in 1971 as systems planner in accounting. He has been with Trans World Airlines and has had his own consulting firm.

Terry O'Donnell, a seven-year company veteran, has been named manager of disbursements and payroll. He had been supervisor of accounts payable. O'Donnell began as a junior accountant.

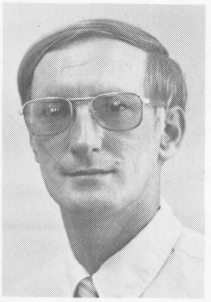
Margaret Ryan was named administrative assistant in the planning department. She began her company career in 1966 and has since served as executive secretary to former board of directors chairman **Ed Converse** and operations vice president **Ed Altman.**

Jack Stoops joined Hughes Airwest as the new district marketing manager for southern California. He has airline experience with American, Pacific Southwest and Air California, where he was most recently district sales manager in Los Angeles.

Pat Braden


Pete Conley

Bill Gerrard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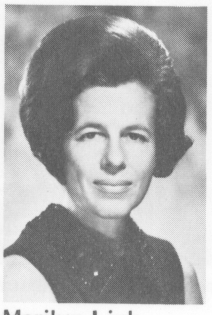
Marilyn Link

Norman O'Donnell

Terry O'Donnell

Margaret Ryan

Jack Stoops

Hughes Airwest Wins Publication Awards

Hughes Airwest has been presented two major awards for outstanding journalism in its employee publication in the 2nd annual competition of the Airline Editors Conference sponsored by the Air Transport Association.

The awards were presented to **Ken Jensen,** editor, May 11 in Los Angeles by Don B. McCullough, executive vice president of the International Association of Business Communicators (IABC), a world-wide group of employe publication editors.

A total of four major awards were presented to editors of U.S. regional airlines. Hughes Airwest won two of the four in the following categories:

Best Story – "Salt Lake City Adventure – 'Seeing' is Believing and Learning for Blind Youth," written and photographed by Ken Jensen.

Best Editorial – "We Not They – Customer Courtesy Fills Seats," written by **Russ Stephenson,** vice president of marketing.

Both articles appeared in the November, 1971, issue.

The best use of graphics award was presented to Piedmont Airlines and the best overall was given to Ozark Airlines.

In the trunk airline competition, American won the best story award; National, best editorial and best use of graphics; and Pan American, best overall. KLM won the single honorary award for a foreign carrier.

Eight judges, not associated with the airline industry, selected the winners using IABC international regulations.

Jensen also is serving as vice chairman of the Airline Editors Conference, an ATA organization comprised of 27 airline editors. Last year, Hughes Airwest won an honorable mention for its story, "Potpourri of Gee Whizzers."

We Get Letters...

From a preacher who noticed **Wendy Rabasco**, San Francisco ticket agent, helping two "very elderly ladies both past eighty" who were travelling to Atlanta, Georgia, with five pieces of luggage and a kennel with a Chihuahua. "Miss Rabasco very warmly reassured the ladies concerning their pet and promptly sought verification that luggage and pet were accounted for."

• • • •

From a secretary at a Boise eye bank . . . "Thank you for your help yesterday which placed into operation for the first time Hughes Airwest's new policy of transporting donor eye material as a public service. A member of the Boise Lions Club collected the donor eye material at the air terminal and drove it directly to the hospital where surgery was begun thirty minutes later."

• • • •

From a Phoenix television newsman who was filming a story at Grand Canyon . . . "I want to thank you for having such professional people at the airport. Their enthusiasm and interest in us was most impressive."

• • • •

From a Los Angeles executive, commending hostess, **Sharon Peterson** . . . "How anyone can be so bright and cheery at eight o'clock in the morning I don't know, but she was a perfect example of what you would expect of a stewardess on any airline."

• • • •

From an executive secretary who makes travel reservations for some 85 professors, commending **Janet Grace**, San Francisco reservations agent . . . "I have never dealt with anyone who was as pleasant and helpful in the entire time I have been dealing with any airline."

• • • •

From a German tourist who lost her airline tickets in Los Angeles praising **Claus H. Schwarzer**, ticket agent in Los Angeles, "Mr. Schwarzer found the time to console me especially in my language which was a great help. He also assisted me in my future plans."

• • • •

From a gentleman on his way to Yakima . . . "One of your cabin personnel in particular made the flight memorable not only for me, but for every passenger she came in contact with. **Priscilla Lau** must be commended for her exceptional manner . . . It was indeed a surprise for me to find this kind of service on your short routes."

• • • •

From an Orange County executive who had to get a rush order out **that night.** "We wish to take this opportunity to thank Hughes Airwest, and specifically, **Tom Lehman** (Santa Ana), for the fine service we received. The results of this fine effort by your Mr. Lehman was that the customer received his parts the very next morning and was able to repair his equipment."

• • • •

From a San Mateo attorney. "It was a pleasure being served by your stewardess **Leslie Schuck.** Her attentiveness, sense of humor and appearance set an example for cabin personnel."

• • • •

From a New York executive, "I left your airport at San Diego after a great deal of help from your **William Bullock,** chief station agent, who assisted me in changing quite a few flights in order to accommodate a change in my plans."

• • • •

From an interline manager of another airline, complimenting hostess **Virginia Koch** on an outstanding job . . . "All of us in the business have a tendency to be super critical of our inflight personnel, but Miss Koch was such an outstanding representative for Hughes Airwest that I wanted you to know about it."

Travel Bargains

Interline International's summer tour packages includes these trips: six days in Jamaica for $156. This includes hotels, air transportation from Miami, sightseeing, some meals, a rum swizzle party and transfers. Eight days in San Joan and the Virgin Islands for $175. This includes hotels, some meals, air transportation from Miami or New York and transfers. Eight days in Lisbon and Madrid for $199. This includes positive space air transportation from New York, hotels, sightseeing and transfers. For details write Interline International, Suite 124-D, 1005 Virginia Avenue, Atlanta, Ga. 30354.

• • • •

Flagship Hotels now offers $9 sing and $12 double rooms to Hughes Airwest employes. Hotels are located in Rochester, N.Y., Cincinnati, Honolulu, Mexico City, Acapulco, Dallas and Seoul, Korea. Hotels in Dallas and Acapulco and higher during peak seasons. For reservations write hotel's general manager on company letterhead. Employe identification must be presented on check-in.

• • • •

Aeromexico offers 75 per cent space available fares to Hughes Airwest employes, spouses and dependent children under 21 years. Obtain tickets at any Hughes Airwest ticket counter.

• • • •

Western Airlines is offering an 80 per cent space available fare to Hawaii for employes, spouses and dependent children up to 21 years. The fare will not apply between May 27 and Sept. 15. Obtain tickets at any Hughes Airwest ticket counter.

• • • •

United Air Lines now offers unlimited 50 per cent positive space and 75 per cent space available to Hughes Airwest employes, spouses and dependent children. In addition, parents and retired employes and their spouses may receive one 50 per cent positive space and one 75 per cent space available trip each calendar year. Employe tickets are available at any Hughes Airwest ticket counter. Tickets for parents and retired employes must be obtained through the Hughes Airwest pass bureau.

"Mark my words, Finchley, I'll get 'on-time' departures even if we have to schedule all flights two hours late!"

Nixon Okays Allegheny, Mohawk Merger

President Richard Nixon approved the merger of Allegheny and Mohawk airlines April 10.

Allegheny is the surviving carrier and will retain its name.

Plans for the merger were carried out so that on announcement of Presidential approval, a majority of Mohawk station, hostess and pilot personnel donned Allegheny uniforms. Most Mohawk ground equipment and four Mohawk BAC-111 aircraft were painted in Allegheny colors. All that remained was placing Allegheny decals on each piece of equipment.

The merger reduces the ranks of regional airlines to eight. They are Hughes Airwest, Texas International, Frontier, Ozark, North Central, Allegheny, Piedmont and Southern. In 1967 there were 14 regional airlines. In addition to the remaining eight, there were Bonanza, Pacific, West Coast, Central, Lake Central and Mohawk.

'I AM A KXY PXRSON AND AM NXXDXD VXRY MUCH!'

A station agent recently wrote to the editor of this publication asking why so much emphasis is being placed on individual employes in the company. He said he was only one man and although he comes to work daily and completes his assigned tasks, one person cannot have that much effect on the future of the company. He suggested the company direct its attention to more critical areas than individual employes. In seeking an answer, the following bit of wisdom from G. P. Libbey in the 1969 Farmer's Almanac came to light:

"Xvxn though my typxwritxr is an old modxl, it works quitx wxll xxcxpt for onx kxy. Thxrx arx 46 kxys that function wxll xnough, but just onx kxy not working makxs thx diffxrxncx.

"Somxtimxs it sxxms to mx that our group is somxwhat likx my typxwritxr, not all thx kxys arx working propxrly. You may say, 'Wxll, I am only onx pxrson. It won't makx much diffxrxncx.' But, you sxx, to bx xffxctivx thx group nxxds thx activx participation of xvxry pxrson.

"So thx nexxt timx you think you arx thx only pxrson and that your effort is not nxxdxd, rxmxmbxr my typxwritxr and say to yoursxlf. 'I am a kxy pxrson and am nxxdxd vxry much!"

'Come Fly The Sun' Is Theme of New Ads

"Come Fly the Sun. Fly Hughes Airwest," is the theme of the company's advertising campaign designed to bring back passenger traffic lost during a four-month strike.

The $1.6 million effort will mark the first time the airline has bought television advertising time on a major network during advertising peak viewing hours.

The first ads of the campaign were heard beginning April 10 on radio stations in 20 Hughes Airwest cities. The commercials feature special music created for the company by Foote, Cone and Belding, its advertising agency. Actor Joseph Campanella, star of the television show, "The Bold Ones," is the voice heard on the commercials.

Mexico Traffic

Special radio commercials directed at building traffic into Mexico began May 1 in Salt Lake City, San Jose and Phoenix. These ads feature a Latin tempo version of the special music heard in other company commercials.

The first television ads appeared April 24 on the Sonny and Cher program. The prime time television ads will continue through late May. Other programs where the ads appeared consisted of Sunday, Thursday and Friday night movies; Cade's County; Glen Campbell Good Time Hour; The Carol Burnett Show; Me and the Chimp; My Three Sons and Arnie.

More Television

Additional spot television ads will be aired through June.

Other elements of the campaign include double page, full color ads in major trade publications; outdoor billboards showing the company's new look in 15 cities; and continued use of newspaper ads in key cities.

Hugh Davis, director of advertising, said the campaign is the most ambitious undertaken by the airline. It will present all the features of the company's new look program and will feature destination messages.

A typical newspaper ad appears on page 12 of this issue.

HUMBOLDT BAY – Eureka/Arcata's Humboldt Bay, discovered in 1808, today accommodates national and international ships at its six deep-water wharves and four marine docks. More than 450 commercial fishing and pleasure boats are moored at Eureka's Marine Basin. Hughes Airwest, in its new spring schedule, is providing the region with an added evening jet from Los Angeles, an additional round-trip jet to Eugene and Portland and a third non-stop jet departing in the mornings for San Francisco. The airline has served Eureka/Arcata since 1946.

26-YEAR TRAVEL PARTNERS

Hughes Airwest's Eureka Service Evaluated

(EDITOR'S NOTE – The following is an account of Hughes Airwest's efforts to provide air service during a difficult period to a community that would have been severely hampered without such service.)

Hughes Airwest returned to its full pre-strike service level in Arcata/Eureka on April 17 with the reinstatement of a round-trip flight to Crescent City.

"All of the flights that operated through Arcata/Eureka before the Dec. 15 strike have been restored," said **Russ Stephenson**, vice president of marketing.

"And now that the strike is behind us (it officially ended on April 10), we can fully evaluate its effect on Humboldt County."

Arcata/Eureka was one of six cities – among 74 normally served by Hughes Airwest in the Western United States, Mexico and Canada – to receive passenger air service during the entire four-month labor dispute.

"We were accused of favoritism by many other city and state officials when we elected to provide continuous service to Arcata Airport," he said. "Our decision was based on the loyalty the community and local traveling public have shown toward us in the past."

When the mechanics walked off their jobs on Dec. 15, the airline was shut down for five days without service to any city in its system.

"A number of other carriers made applications to provide interim air transportation to many cities during this emergency condition," he said. He pointed out that no carrier, including Air California, offered to provide such emergency service to Arcata/Eureka. (Air California is seeking authority from the California Public Utilities Commission to serve Arcata/Eureka on a permanent basis.)

Stephenson said the history of service by Hughes Airwest dates back to 1946 and includes an extensive record-breaking airlift during a 14-day flood at the end of 1964.

"Our airline has made many friends during these trying periods and we look forward to continued community support," he said.

Breakfast on the Sun to Phoenix

Hughes Airwest's sundance jets, with their shimmering yellow bodies and silver wings, are like flying a streak of sunlight.

And if you come aboard our 8 a.m. or 8:45 a.m. flights to Phoenix, a pretty girl—one of our Sundance Kids—will serve you breakfast.

They're the only breakfast jets to Phoenix from the Bay area.

Not only that, the 8:45 flight is the only non-stop jet to Phoenix from the San Jose airport.

So catch a sun-streak to Phoenix. And have breakfast, too. Only on Hughes Airwest.

Come fly the Sun
Fly Hughes Airwest

TYPICAL NEWSPAPER AD – This typical newspaper ad was written to appear in San Jose, Calif. newspapers. Advertisements similar to this are scheduled to appear throughout the year in key cities.