

Success Acclaimed for 'Most Competitive' Schedule

Hughes Airwest's aggressive April 30 flight schedule was a successful transition to an even more aggressive July 1 schedule.

There were winners and there were losers.

"The transition schedule was successful because Hughes Airwest made significant gains in some markets where we placed our marketing emphasis," Rick Gostyla, director of marketing planning, said.

Other markets did less than expected. Corrective steps have been taken in some of these areas.

It was disappointing that it took six weeks for traffic to respond to our expanded schedule, though we apparently recovered more rapidly in our post-strike period than other carriers in similar circumstances, Gostyla said. May's traffic and revenue were below forecast. In June, however, significant gains were made in both areas.

Gostyla said the main goal of the April 30 schedule was to build traffic for a more expanded July schedule.

Results from the first two weeks in July are favorable in many areas but also point to some problem areas.

Highlights of the April 30 schedule "winners and losers," based on June data, include these:

— Flight service from Seattle and Spokane to Great Falls, Kalispell and Calgary

(Continued Page 2)



Smoking Habit Kicked

Hughes Airwest's smoke reduction program has been completed.

All jet engines in the fleet have been converted to eliminate visible emissions in the exhaust, Bob Jorgensen, staff vice president of maintenance, said. The project took almost two years and cost more than \$500,000.

'Showplace' Office To Be Constructed On San Mateo Hill

Hughes Airwest will locate its international headquarters in a new \$5.8-million "showplace" complex to be built on a San Mateo hilltop.

"It will be the realization of a three-year effort by the Hughes management to find a suitable home for the airline," Irving Tague, vice president and general manager, said.

The airline has been leasing temporary office space in downtown San Mateo since it was formed by merger in 1968.

Ground Breaking

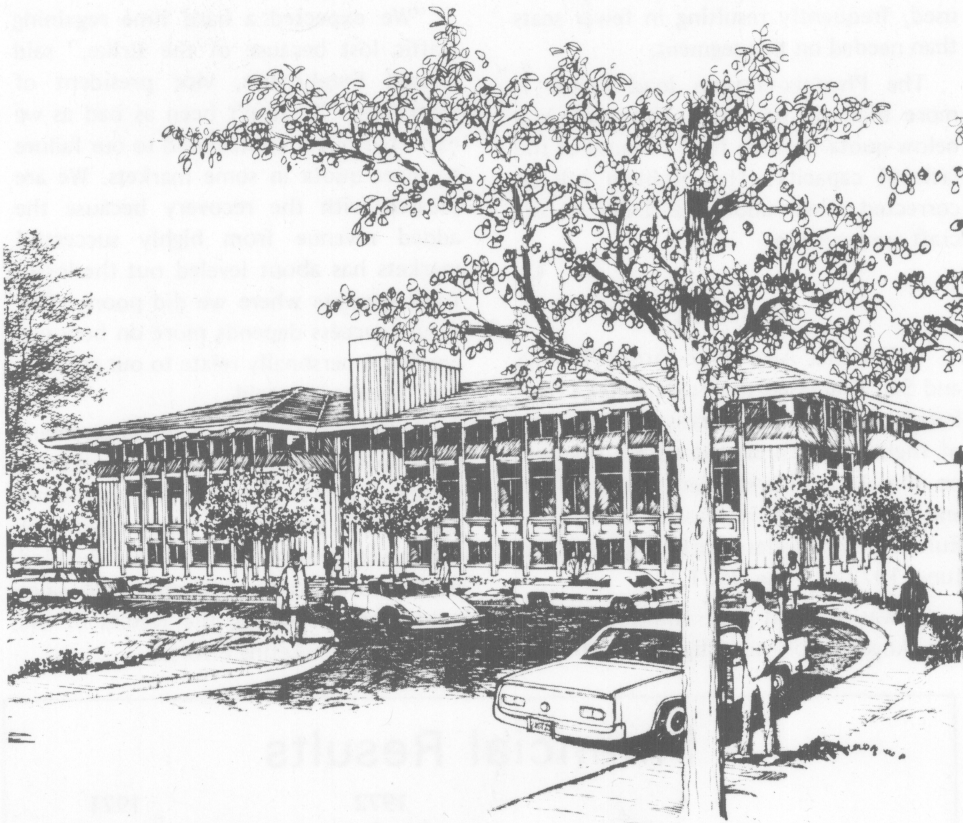
A select group of business and government leaders, the board of directors of Hughes Airwest and the airline's top management will join in groundbreaking ceremonies at 11 a.m. July 28.

Actual construction will begin in August with occupancy scheduled for April, 1973.

Hughes Airwest Plaza

More than 500 employees will work in the complex, which will be called the Hughes Airwest Plaza. It will be comprised of two three-story buildings containing 107,044 square feet of floor space.

(Continued Page 5)



HILLTOP 'SHOWPLACE' — Hughes Airwest's new international headquarters will be a \$5.8-million "showplace" complex on a San Mateo hilltop overlooking San Francisco Bay. The complex — to be known as the Hughes Airwest Plaza — will contain two three-story buildings such as the one above.

Success Acclaimed for 'Most Competitive' Schedule

(Continued From Page 1)

market was double the amount forecast.

Addition of jet service to Kalispell generated a 71 per cent increase in traffic in June, compared to June, 1971.

By itself, however, Great Falls did not meet expectations because of an increase in competitive service by Northwest Airlines prior to its strike.

Solid Gains

— Monterey to Los Angeles and San Francisco revenue was 1.3 per cent greater than forecast.

— Mexico ticket sales were below quota by 19.2 per cent mostly because ticket sales in Guadalajara were less than expected.

Improvements in Guadalajara-Las Vegas flights on July 1 are designed to stimulate new ticket sales. While not meeting quota, Guadalajara did have its first 1,000 passenger month, totaling 1,117 in and out passengers.

37 Per Cent Increase

— Revenue for flights between Seattle/Portland and Phoenix/Tucson was below quota but still showed a significant increase over pre-April totals. Hughes Airwest reduced its fares to compete with Western Airlines, resulting in a 37 per cent increase in traffic.

— Schedules between the San Francisco Bay Area, Las Vegas and Phoenix/Tucson and Mexico were reworked to provide daily service in each direction. Traffic into Mexico from the Bay Area met its quota for the first time, registering a more than 50 per cent increase.

The disappointment came in the Bay Area to Phoenix-Tucson traffic. San Jose boarded its quota on the new non-stop flight but so far Hughes Airwest has failed to reach the anticipated increase in San Francisco-Phoenix/Tucson traffic.

Continued Development

— Southern California to Salt Lake City continued to develop but fell below anticipated revenue. The greatest lag was on the Santa Ana-Salt Lake City segment.

This was partly due to seat availability between Santa Ana and Las Vegas. (Too many seats were taken by Santa Ana-Las Vegas passengers.) The on-time performance of the north-bound trip, that originates in San Diego, was another problem.

Number One Carrier

— Hughes Airwest remained the number one carrier between the Los Angeles area and Phoenix/Tucson but was under forecast quotas in June. Not as many passengers were gained as had been anticipated when Continental Airlines replaced its non-stop Tucson-Los Angeles flights with one-stop service. Continental is noted for its aggressive customer service.

In the Phoenix-Ontario/Burbank market Hughes Airwest has a seat availability problem. Aircraft routing needs require that 75 passenger DC-9-10 aircraft be used, frequently resulting in fewer seats than needed on this segment.

The Phoenix-Ontario load factor is more than 60 per cent. The result is a below-quota revenue total because of the lack of capacity. The problem will be corrected when additional DC-9-30 aircraft are available.

Big Success

— The Los Angeles to Arcata/Eureka and San Francisco to Arcata/Eureka markets have been a big success. The addition of flights has stimulated an 8.5 increase on the Arcata/Eureka-San Francisco leg and a 176 per cent increase in the Arcata/Eureka-Los Angeles market. (Based on June, 1972 vs. June, 1971.)

It was thought that addition of the Los Angeles non-stop flight would draw

from the Arcata/Eureka-San Francisco trips, but as indicated above, this did not happen. Traffic from Eugene and Arcata/Eureka to Santa Ana is above forecast.

Over Quota

— Ontario to Las Vegas "nickel beer" flights have exceeded quotas continually. Traffic is up 35 per cent over June, 1971.

Preliminary results on the July 1 schedule (through July 11), indicate traffic is four per cent ahead of forecast. In part this is a factor of the Northwest Airlines strike.

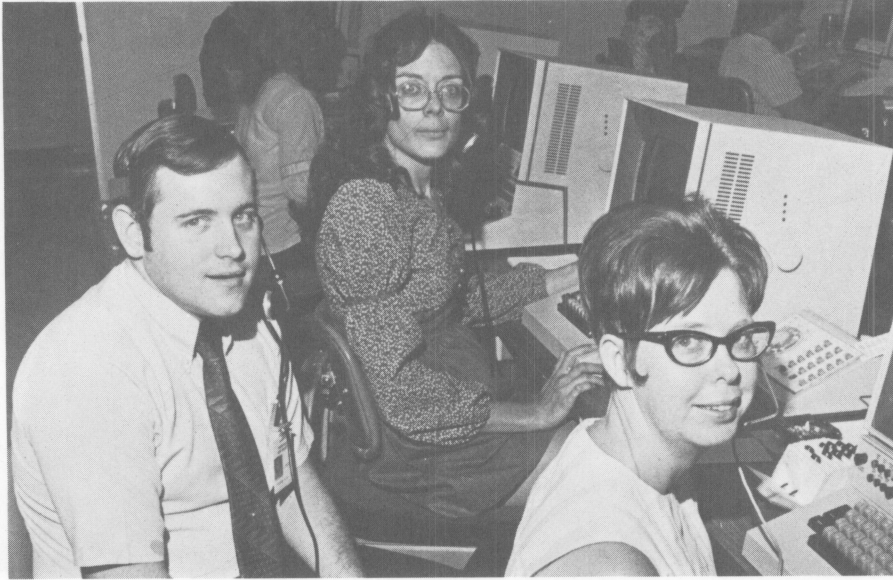
One soft spot on that record is a poor showing on the Los Angeles-San Francisco non-stop flights. They have been averaging 26.4 passengers, below the expected 38 average. The San Francisco-Portland non-stop service is ahead of forecast by nearly 10 per cent.

"We expected a hard time regaining traffic lost because of the strike," said Russell Stephenson, vice president of marketing. "It hasn't been as bad as we expected but it contributed to our failure to meet quota in some markets. We are pleased with the recovery because the added revenue from highly successful markets has about leveled out the losses from markets where we did poorly. Our future success depends more on how our employees personally relate to our customers," Stephenson said.

Gostyla is assisted in his department by Skip Clemens, manager of marketing planning, and Lynne Manning, marketing analyst. The department is responsible for marketing research, short-term, detailed traffic forecasting, assignment of sales quotas and reporting the results of the company's marketing efforts.

Financial Results

	1972	1971
	Jan.-June	Jan.-June
Revenue	38,001,000	47,916,000
Operating Expenses	37,865,000	49,292,000
Profit or (Loss)	136,000	(1,376,000)
Non-operating Expenses (Net)	966,000	1,442,000
Profit or (Loss) (Net)	(830,000)	(2,818,000)



NAME DROPPERS — Phoenix reservation agents Ken Moroney, Dixie Kraber, Carol Clevenger (from left), and Joyce Shaffer (not pictured) thought it would be a good idea for reservationists to answer all calls "Hughes Airwest Sundance service." Telephone sales department officials adopted it systemwide, saying, "We appreciate the company spirit shown by these employees. Their idea makes our Sundance theme apparent to our passengers long before they arrive at the airport. It's a good first step in customer service."



NEW SEATS — Hughes Airwest will soon be converting its aircraft seats to give passengers more comfort. The center seat on the three-seat rows will have a fold-down back that becomes a tray for beverages and snacks. Stewardess Aleta Pagnini, Russell Stephenson, vice president of marketing, and Ed Altman, vice president of operations, gave the new seats a trial run, complete with wine service. Stephenson said the new seats will give travelers a "first class feeling" on flights when passenger loads permit use of the trays. Installation begins in 60 days and will be complete in six months.

Jet Flights Begin To Grand Canyon

Daily jet service to the world's largest and most famous gorge — Arizona's Grand Canyon — was officially inaugurated July 1 by Hughes Airwest.

It marked the opening of Grand Canyon Airport as the country's newest jetport and the formal entry of the centuries-old canyon into the Jet Age.

The first jet flight also commemorated the National Park Centennial Year, which celebrates the beginning of the national park concept 100 years ago.

Heading a group of dignitaries at inaugural ceremonies at the airport were Wayne Chatten, executive vice president of the American Indian Travel Commission in Denver and an official with the Bureau of Indian Affairs and the Discover America Travel Organization.

Others included Howard H. Chapman, regional director of the National Park Service; Charles Damon, head of parks and recreation for the Navajo Nation, the largest Indian tribe in the country; and Russell V. Stephenson, vice president of marketing for Hughes Airwest.

Hughes Airwest will operate one round-trip jet daily between Las Vegas and the canyon. The new jet service will be supplemented with direct round-trip Hughes Airwest propjet flights from Las Vegas, Phoenix and Salt Lake City.

Busiest Day

June 30 was the busiest day of the year for the company.

Passengers boarded for the day totaled 11,953. The company's 242 reservation agents took 24,319 telephone calls, an average of 145 calls per agent, or about one call every three minutes during a shift.

HUGHES AIRWEST

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

First Flight Flown To Lake Havasu City

Lake Havasu City — new home of London Bridge and one of the fastest growing residential and recreational centers of the Southwest — received its first scheduled air service July 1.

That's when Hughes Airwest inaugurated flights linking the desert resort city with Los Angeles and Las Vegas.

The new air service fills Lake Havasu City's need for scheduled flights following an unprecedented period of industrial, residential and recreational growth, **Russell V. Stephenson**, Hughes Airwest vice president of marketing, said.

Earl L. Shelton Jr., senior vice president of McCulloch Properties, Inc., developers of Lake Havasu City, welcomed the airline as an important convenience to the more than 9,000 residents and hundreds of thousands more annual visitors to the area.

Hughes Airwest mailed more than 1,700 first flight cachets to press, civic officials, travel agents and clients to commemorate event. Such cachets are valued by collectors and philatelists. Postal officials report receiving many thousands of requests from around the world for copies of the cachet. **Tom Touris**, Hughes Airwest manager of advertising and sales promotion, was its designer.

New Seat Colors 'Like A Rainbow'

Air travelers will be riding a rainbow when they fly on Hughes Airwest's jets.

It's part of a new upholstery color scheme that the airline claims creates the boldest and most striking aircraft interior in the history of commercial aviation.

Ten colors are used:

It begins with Sundance yellow across the first row of seats.

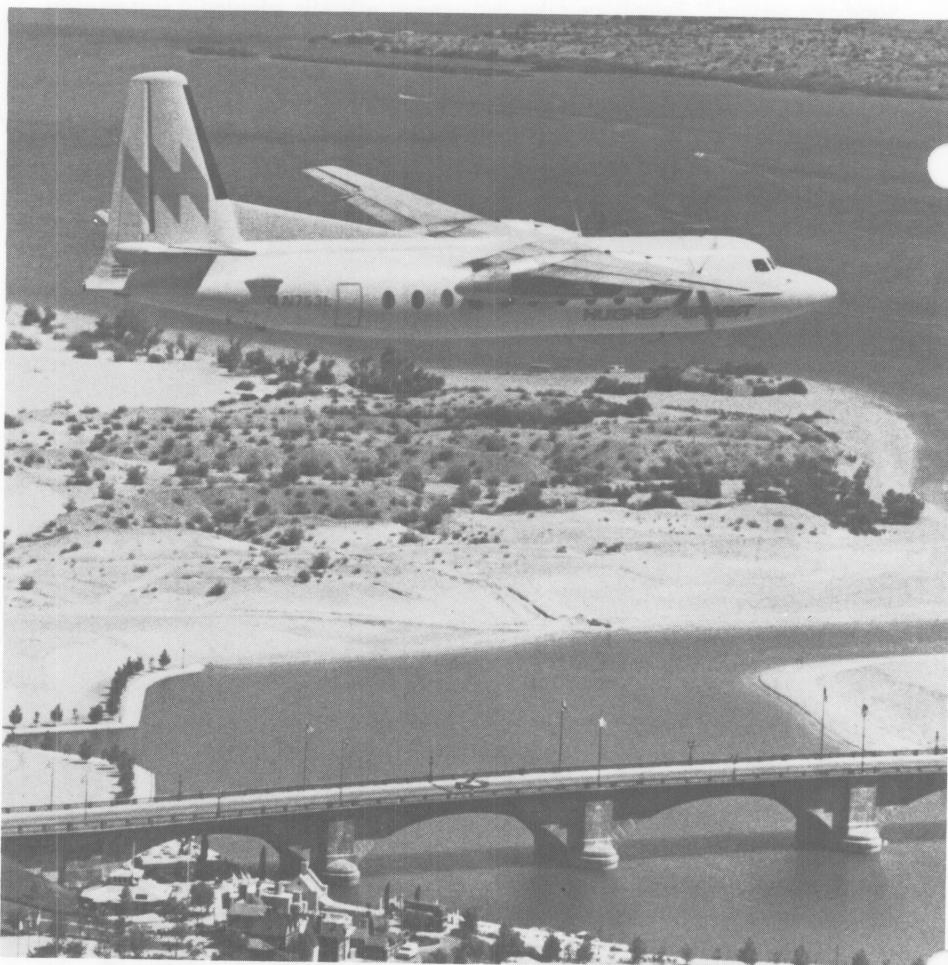
The color changes — through shades of orange, red and purple — until it becomes Universe blue across the last row.

The total effect is backdropped by blue carpeting.

The new rainbow jets will be put into scheduled service as their interiors are completed.



LITTIEST GREATER — More than 20 Lake Havasu City residents donned old English garb to Welcome Hughes Airwest's inaugural flight, including this tot who personally welcomed Russell Stephenson, vice president of marketing.



FINAL APPROACH — A Hughes Airwest F-27 crosses London Bridge on its final approach for landing at the Lake Havasu City, Ariz., airport. On July 1 the airline inaugurated five flights weekly connecting the city with Los Angeles and Las Vegas.

'Showplace' Office To Be Constructed

(Continued From Page 1)

The larger structure (66,000 square feet) will house executive offices, including legal, marketing, operations, planning, customer service and personnel departments. It also will contain a 162-seat employee cafeteria that opens onto an outside deck.

Second Building

The second building (41,044 square feet) will contain accounting, reservations, flight control, operations engineering, printing and graphic art facilities.

The buildings will be constructed mostly of redwood to create a warm, natural atmosphere. Bronze-tinted glass will encircle the entire perimeter of each structure. Roofs will be of split shake shingles.

Walkways of ceramic tile and lined with redwood trellises will connect the two buildings over a wooded canyon.

Interior furnishings — estimated to cost about \$350,000 — will blend in with

the high redwood walls and exposed beam ceilings.

Heavy Landscaping

A low profile, heavily landscaped theme is carried throughout the complex.

The site, which has an unrestricted view of the San Francisco Bay, is located at Hillsdale Boulevard and Clearview Way, southeast of the College of San Mateo near the J. Arthur Younger Freeway.

Other buildings in the site will include a restaurant and three additional office structures to be occupied by other firms.

Building Committee

C. A. "Mac" Myhre, staff vice president of administrative services, will supervise the building project for Hughes Airwest. He will be assisted by G. F. "Red" Hill, director of properties and facilities.

Over-all direction for the complex was developed by the company's building committee. Members are Art Brennan, staff vice president of industrial relations; Harry Swenson, treasurer; and Art Taylor, staff vice president of legal.

Management Training Program Revitalized

Hughes Airwest has revitalized its management training program to include new subjects, guest discussion leaders and new teaching techniques.

"We have come up with a new approach to management and supervisory training," Gene Neavitt, manager of supervisory training, said.

Included in the new program is a session on aircraft emergencies. "We felt that since management personnel are frequent travelers, they should be aware of emergency equipment and procedures so if needed, they can assist," Neavitt said.

Other subjects include budget planning and preparation and how the company's data processing department can assist various departments.

Enrollment is open to all management and supervisory personnel and to potential supervisory personnel. The basic supervision course, number 501, will be held Aug. 1-3 in Phoenix and Sept. 19-21 in San Francisco.

Airline Agreement On Reward Pact

An agreement has been filed with the Civil Aeronautics Board under which five airlines will participate in a program to reward informants as a deterrent to attempted and executed extortion plots, including those involving hijacking.

The participants are American, Eastern, Pan American, Trans World and United.

Each airline has pledged \$50,000 to the program, which is to be administered by the Air Transport Association. The amount of the award will be determined by the ATA for individual incidents. Information furnished must lead to the arrest and conviction of the extortionist or hijacker.

Forgetful Travelers

Every year people leave \$1.5 million worth of personal items behind on U.S. airliners, the Air Transport Association reports. Recent items returned to their owners included bras, contact lenses and false teeth.



CLOSE LOOK — Bill Robinson, outfielder for the Eugene Emeralds of the Pacific Coast League, got a close look at a Hughes Airwest DC-9 and a baseball. Unfortunately, he caught neither. The DC-9 is on a billboard in the Eugene ball park. The baseball was just out of reach and ended up as a two-base hit for batter Stan Swanson of the Portland Beavers. Wayne Eastburn, photographer for the Eugene Register-Guard, took this picture.



Emergency evacuation was part of the training. Trainee Wende Knight jumped from the hatch as Marti Henderson assisted.

Stewardess Training:

Exams, Hard Work, Study Highlight Course

There's more to stewardess training than meets the eye. A girl has to have more than a cute turn of the ankle," stewardess instructor **Marti Henderson** said.

Hughes Airwest's stewardess training course is permeated with exams, book-work exercises, studying, cramming and just plain hard work.

Training Moved

Flight attendant training was moved to San Francisco from Phoenix on May 1. Since that time two classes have been graduated, the latest June 29. (See story on page 12) Most of the graduates were at their domiciles and assigned to flights by the next morning. This fast pace keynoted their entire four week course. The latest class and the training it received was typical of the training all potential flight attendants undergo.

Passenger handling, ticketing, manuals, liquor service and public address an-

nouncements were just a few of the things they learned about. Other items included oxygen equipment, log sheets and the theory of flight.

Nelda Williams, stewardess appearance counselor, spent time with each trainee, giving suggestions on the proper hair style and make-up for each face and figure. Her lessons were supplemented by a lecture and demonstration by Gary Gerard of Gerard's Beauty Salon Boutique in San Francisco. Gerard showed the class the importance of good hair grooming, suggested and performed haircuts and analyzed each person's hair condition. He demonstrated how to use such beauty aids as the curling iron and blow dryer.

Toughest Exam

Some of the students thought first-aid looked easy but the accompanying exam was the toughest given during the course. Two girls dropped out after the test — one flunked and the other just didn't like it.

The class spent five days learning all about the F-27 aircraft, including its passenger service equipment and evacuation procedures. They spent two more days in F-27 in-flight training. Another exam followed this sequence.

Fire fighting training required each student to extinguish a small fire. Firemen from the San Francisco International Airport Fire Department were the instructors for this phase. They gave the girls a lesson in station-cooked meals and handling the airport's giant fire trucks. Still another exam followed.

DC-9 Aircraft

Learning about the DC-9 aircraft included equipment check-out, emergency training, evacuation, food service, two days of in-flight training and, another exam.

Part of the classroom sequence included face-to-face discussions with top management.

"This is one way we have of helping the girls to learn what the airline is all about," **Linda Polvino**, stewardess instructor, said.

There were nine exams. Fifteen of the



Proper wearing of the new stewardess uniform hat were demonstrated by trainee Warene Lewis (left) and appearance counselor Nelda Williams.

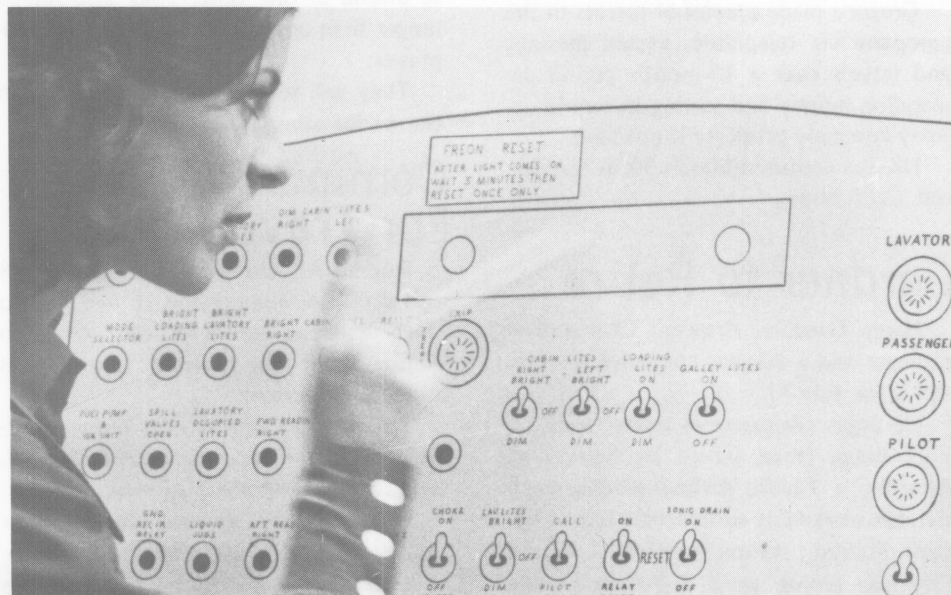


Each trainee was required to extinguish a small fire, here being accomplished by Linda Collins.

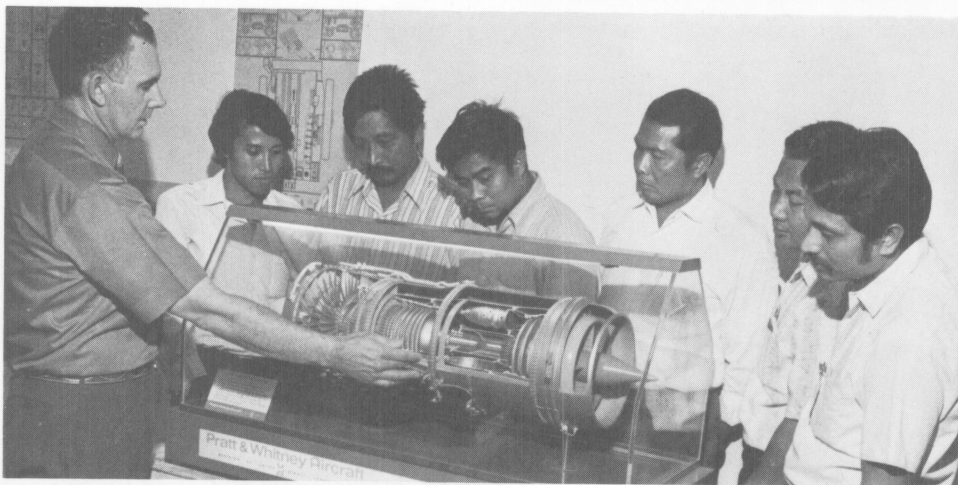
original 20 potential flight attendants were graduated. Sandra J. McLaury, San Francisco, took top scholastic honors.

"We're very selective in accepting candidates," Larry Curns, director of customer service and the man in charge of flight attendant training, said. "We interview 25 persons for every candidate we select. We need very high caliber people to maintain a consistent level of quality passenger service. We can afford to be selective. We make the training tough because we want only those people who are going to be able to do the kind of job we expect."

Photographs by Tom Bullock
Redwood City Tribune



Diagrams were used to familiarize trainees with aircraft equipment. Linda Collins pointed out the function of each switch and light on the hostess panel.



BURMESE STUDENTS — Six Union of Burma Airways maintenance supervisors attended a special six-week training course at Hughes Airwest's Phoenix facility. They are: (from left) Kenny Graham, Hughes Airwest maintenance training supervisor; U Win Maung; U Hla Min; U San Hla; U San Tha Po; and U Tha Mra.

UBA Employees Train in Phoenix

Six Union of Burma Airways maintenance supervisors have completed six weeks of specialized training at Hughes Airwest's Phoenix facility.

The training session — part of a unique contract between the company and UBA

— was limited to the Boeing 727 aircraft, **Kenny Graham**, supervisor of maintenance training, said.

The UBA personnel were in Phoenix as another step in the sales contract between UBA and Hughes Airwest. The Asian airline purchased a company 727 aircraft two years ago. Since that time Hughes Airwest personnel have been in Burma giving on-the-job training to UBA employees. At periodic intervals UBA personnel traveled to Phoenix for more sophisticated instruction. The six that just completed training made up the largest group to attend at one time. They also stayed longer than any other group of UBA employees.

They will set up a training program in Burma for other UBA employees.

20-Year Sentence For Extortionist

Talbot A. Gregory, the man that pled guilty to attempting to extort \$125,000 from Hughes Airwest, has been sentenced to 20 years in a federal prison.

Gregory made a series of threats to the company via telephone, taped message and letters over a 19-month period demanding money and stating he would destroy company property if not paid.

He was captured March 30 in his Merced, Calif. home.

Gardner to Retire

Harry Gardner, Crescent City station manager and a 20-year company veteran, will retire July 31.

He began his career as station agent in Fort Bragg (then served by Southwest Airways, a Pacific Airlines predecessor.) He also worked as station manager at the same station, station agent at Crescent City and senior agent at Arcata/Eureka before moving back to Crescent City as manager in 1957.

Five Are Appointed To Company Posts

Five men have been appointed to new positions with Hughes Airwest. They are:

Terry D. Marshall, 27 joined the company as manager of regulatory affairs. He has been an aviation consultant and marketing researcher.

In his new position he will be working with the regulatory aspects of route development, including case preparation and presentation before the Civil Aeronautics Board.

John Malloy, 33, assumes the newly created position of manager of security. He will coordinate station security with the Federal Aviation Administration and local airports. He will be in charge of screening procedures and cargo and baggage security as well as supervising the company's contract guard forces.

Curt Haag, 31, came to the company as senior financial analyst. He has a bachelor degree in aeronautical engineering and master degrees in flight transportation and management science.

Jack Brady, 38, is the new senior auditor. He brings 14 years of airline and travel related experience to the company.

Bill Maloney, 26, joined Hughes Airwest as internal auditor. He had been with American Airlines.

Company Puts Stop To Small Fuel Drip

The engines on Hughes Airwest's jet fleet will no longer drip small amounts of fuel into the air.

Under the previous system, small amounts of fuel — about two ounces per engine maximum — collected in a special valve each time the engine was shut down. When the aircraft made its takeoff run, the fuel was sucked into the air and vaporized while the plane was still on the ground, said **Monte Varah**, powerplant engineer.

New technology, developed by Pratt and Whitney, manufacturers of the engines, makes it possible for the fuel to be retained and then reinjected into the combustion chamber and burned.

Varah said a small modification to each engine will be necessary.

Commission Raised For Travel Agents

Hughes Airwest has raised from 7 to 8 per cent the commission it will pay to travel agencies selling K class non-stop commuter service between Los Angeles and San Francisco.

The new rate applies only to local traffic between the two cities, said **Dick Neal**, director of sales for the airline.

Hughes Airwest entered the commuter traffic market July 1 with the inauguration of three daily round trip non-stop jets between Los Angeles and San Francisco international airports.

Traffic Volume Climbs Sharply

Hughes Airwest's systemwide passenger volume climbed sharply in all categories in June.

Passenger density (the average number of passengers flying one mile) rose 12.6 per cent over June, 1971.

Total miles flown by fare-paying passengers jumped 10.5 per cent.

Passenger boardings increased 5.1 per cent.

Average load factor (the percentage of seats filled) rose 2.6 percentage points.

"The percentage gains in over-all passenger traffic reflect the economic recovery that finally has been solidified here on the West Coast," said Irving Tague, vice president and general manager.

"They also reflect the apparent success with which we implemented our expanded spring schedule on April 30 and new marketing programs.

"Further performance gains are expected this summer as a result of a second systemwide schedule increase on July 1 that is the most competitive we've ever undertaken," he said.

Figures for June

During June, 256,000 passengers were boarded by the airline at the 74 airports it serves in the Western United States, Mexico and Canada. In June, 1971, passenger boardings totaled 243,600.

Revenue passenger miles totaled 86,880,200, compared with 78,653,700 in June a year ago.

Passenger density climbed to 39.2 from 34.8.

The average load factor rose to 48.8 per cent from 46.2 per cent.

Available seat miles logged by the carrier increased to 177,957,000 from 170,418,000.

Average on-time performance rose to 82.1 per cent from 79 per cent a year ago.

Cargo ton miles (one ton of cargo traveling one mile) dipped 15.2 per cent to 526,700 from 620,855 miles in June, 1971.

Total tons of cargo boarded through the system dropped 17.5 per cent to 1,490 from 1,807 a year ago.



SPECIAL HANDLING — Las Vegas singer Marilyn Kae was a Hughes Airwest passenger in June. The Sands Hotel — where she performs — chartered two DC-9s to take 160 golfers to Guadalajara for a four-day stay. Marilyn went along to entertain the group.

Sign Up Now

Educational Refund Plan Pays Thousands

Hughes Airwest's educational refund program has been very successful despite a six-month strike-caused interruption.

To date 44 employees, representing almost every company department, have received more than \$3,780 in refunds for tuition, registration fees and books for courses they have taken, Art Brennan, staff vice president of industrial relations, said.

The program was designed to encourage employees to improve their job skills, finish their formal education, or to learn new skills relating to their employment.

All full-time employees who have completed 90 days of service are eligible to participate.

Refunds of 85 per cent of the cost of an accepted course will be paid by the company to the employee receiving at least a C or equivalent grade. An employee may receive up to \$300 each calendar year.

Persons wishing to use this benefit would contact the San Francisco personnel office to determine if their planned course qualifies under the program. Formal application for a refund must be made at least 10 days prior to the beginning of the course.

Refunds will also be given for correspondence courses from an accredited institution but not from institutions dealing solely in correspondence courses.



CUPS FOR CREWS — Lake Havasu City passengers, Mr. and Mrs. Ben DePiazza, decided to make the inaugural flight to the resort memorable for the crew by presenting them personalized coffee cups. From left are Ben DePiazza, first officer Ed Dickman, hostess Mary Lou Swirsky and Capt. John Turner.

Passengers Present Gifts to Crew

Two passengers on the company's inaugural flight to Lake Havasu City decided to commemorate the event by presenting gifts to the crew members.

Ben and Carol DePiazza of Costa Mesa, Calif., operate a small ceramics specialty company. They decorated three coffee mugs with a small picture and the slogan "I'd rather be flying" printed on one side and the words "captain" and "co-pilot" on the other.

Los Angeles 'Res' Wins Competition

The Los Angeles reservation office won its department's performance award for June.

It previously was the top office in March and April, Don Ohler, telephone sales administrator, said.

During June, Los Angeles reservation agents received 138,374 telephone calls. It had a 4.7 per cent lost call record and handled 19.6 calls per hour per agent. Russ Ford is telephone sales manager for the office.

San Francisco was second. Seattle, the May winner, was third and Phoenix was fourth.

The performance 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 employe productivity of the office.

Debt Problem Aid Available

Employees with debt problems may now contact the company's personnel office or credit unions for counseling.

The counseling service was established primarily to assist employes who were financially hurt by the recent strike.

The counseling service is available by appointment only. All meetings will be confidential and there will be no charge.

Contact any of the following for assistance: Owen Hayhurst, manager of employment, San Francisco; Rose Anderson, credit union manager, San Francisco; Al Davies, director of employe relations, Phoenix; or Lance Hunt, credit union manager, Phoenix.

Each is qualified in debt counseling. Each also can refer severe problem cases to appropriate public agencies for additional help if necessary.

Suggestion Cash Awarded to Pair

Two more Hughes Airwest employes have been awarded cash in the company's employe suggestion program.

Twenty-nine employes have been awarded more than \$1,500 since the program began.

Dora Keeney of the San Francisco telephone sales office received \$150 and Ronald Harper, station agent at Corvallis, was given \$25.

Mrs. Keeney suggested that the company's passenger name record (PNR) reservation computer be used more efficiently when schedule change information needs to be called to travel agents.

Harper suggested that dimensional weights be imprinted on top of animal shipping crates. This eliminates the possibility of over-charging shippers when distinction must be made between rates. It also helps freight agents perform their paper work faster.

Employes may win up to 10 per cent of the actual anticipated annual saving or revenue to the company resulting from a suggestion, or an assigned amount up to \$10,000 when the suggestion cannot be measured monetarily. The minimum award is \$25.

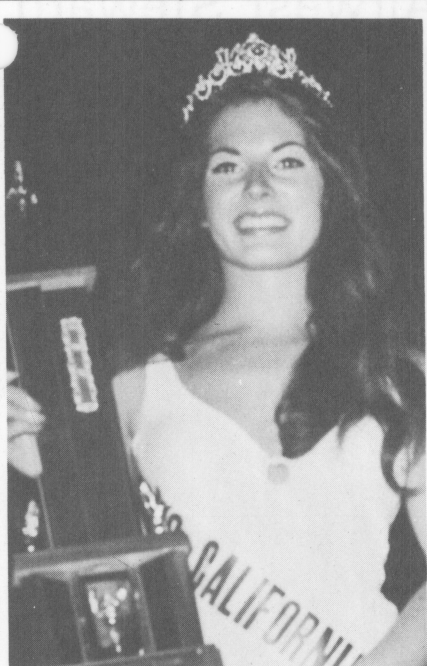
Scoreboard

HUGHES AIRWEST TRAFFIC

	June		
	June '72	June '71	\$ Change
PAX	256,084	243,661	+ 5.1
RPM	86.9 mil.	78.7 mil.	+ 10.5
ASM	177.9 mil.	170.4 mil.	+ 4.4
Load Factor	48.8%	46.2%	
PAX Density	39.2	34.8	+ 12.6
Cargo Ton Miles	526,700	620,855	- 15.2
Cargo Tons Brd.	1,490	1,807	- 17.5
On-time	82.1%	79%	

	Year to Date		
	1972*	1971	% Change
PAX	906,504	1.4 mil.	- 35.2
RPM	309.8 mil.	452.6 mil.	- 31.6
ASM	672.4 mil.	984.8 mil.	- 31.7
Load Factor	46.1%	46%	
PAX Density	38.2	33.7	+ 13.3
Cargo Ton Miles	1.9 mil.	3.5 mil.	- 47.5
Cargo Tons Brd.	5,152	10,327	- 50.1
On-time	86.9%	87.6%	

* All 1972 year to date figures are the product of a schedule that was restricted for 3½ months because of a strike.



REAL WINNER — Kim Hobson, daughter of Irene Hobson, secretary in the San Francisco regional flight office, was the second runner-up to Miss USA in the Miss Universe beauty pageant. The event was held in San Juan.

Wine Tasting Flights Given Big Okey

Passengers give the Hughes Airwest wine tasting flights a triple-A rating.

A random sampling of 100 written comments on the wine tasting service shows 96 in favor and four against. The four against didn't like wine.

"The Stellar Wine Cellar" wine tasting service started March 23 between Eugene and San Francisco and was later added on flights between Phoenix-San Jose and Los Angeles-Arcata/Eureka.

Russ Fields, manager of passenger services, said that the airline has served approximately 22,000 bottles of wine since the program began.

We've received comments like:

"Clever idea! Typical of the creativity and improved service we've observed in your airline," from a Portland, Ore. couple.

From Haifa, Israel, "I could not ask for better. I have flown worldwide from several countries."

"Most enjoyable flight I've had on any airline. Really appreciated the wine tasting and snacks," from a Los Angeles businessman.

"Very nice way to enter San Francisco — we are now looking forward to a seafood dinner at the wharf," from a Westport, Conn. couple.

From West Germany, "It can compete with famous French and German wines."

"Fine idea. At a time when all airlines are cutting back on their services, it's nice to be treated with even a little extra consideration," from an Asbury Park, N.J. traveler.

"Beautiful experience," wrote a lady from Phoenix, Ariz.

A few passengers wrote comments while sipping their wine:

"I pray for rain in California so them grapes can grow and I can drink more wine," wrote a Little Rock, Ark. traveler.

"Whee!" came out of Eureka, Calif.

"The wine was wonderful and thank you for letting me have some red," from a Eugene passenger.

From Newton, Kan. comes this, "Mr. Howard Hughes: Your wine is fantastic, I thank you, Jesus thanks you. Everybody thanks you — Nancy."

The wine tasting program is one way to make our airline more competitive. And, to prove it's working:

"An excellent selection and I took your flight instead of the competition because of it," wrote a Reseda, Calif. man.

Now THAT'S what we want to hear.

Mental Exam For Hijacker

Daniel Bernard Carre, 25, Tacoma, Wash., has been confined in the Oregon State Hospital to await a mental examination following his abortive attempt to hijack a Hughes Airwest jet June 30.

Carre told stewardess Judy Frazier, Phoenix, that he wanted \$50,000 and a parachute and that he planned to bail out of the plane near Pocatello, Ida. He claimed to be armed with a knife. However, when arrested in Portland, authorities found no weapon, Bob Bauter, director of security, said.

Carre made no physical attempt to threaten the flight or crew members. In fact, he remained in his seat when the plane landed at Portland where authorities boarded and took him into custody, Bauter said.

He will remain in the hospital until the mental examination is completed and will then either be committed for treatment or released to face attempted air piracy charges.

Head Tax Approved by Supreme Court

The United States Supreme Court ruled April 20 that state or local airport facilities may tax airline passengers.

The court's vote reversed numerous state court decisions that had ruled such taxes unconstitutional as obstructions to interstate commerce.

The action means passengers may have to pay an additional "head tax" for using airport facilities. It is up to individual

airport governing units to establish the tax.

Airlines objected to the tax, stating that it amounts to double taxation. Passengers must now pay an eight per cent tax to finance the federal Airport/Airways Trust Fund established by Congress two years ago.

There has been some interest among airports within the Hughes Airwest system to institute the tax.

Realignment Sought by Texas International

Texas International Airlines has filed a petition with the Civil Aeronautics Board to completely realign its route system.

If approved, TI would consolidate its existing 14 route segments into one. The airline said this would allow more flexible operations and remove what it called "unnecessary restrictions." "Improved

entry" into Los Angeles was among the examples stated by TI as necessary to improved operations.

Hughes Airwest filed a similar request in its own behalf. The CAB issued a show cause order last month on why the request should not be approved.

Boxing Champ Becomes First Hughes Airwest Steward

A former boxing champion of Ireland has become the first male flight attendant among 400 hostesses flying for Hughes Airwest.

Anthony (Tony) McMahon, 26-year-old bachelor from San Jose, received his wings and diploma with 14 other graduates, all women, at the airline's training school at San Francisco International Airport.

"The training wasn't as easy as I thought it would be," he said. "Now I'm looking forward to my flying assignment."

During an intensive four-week training period permeated with nearly a dozen tough examinations, Tony shared classes with the 14 aspiring hostesses.

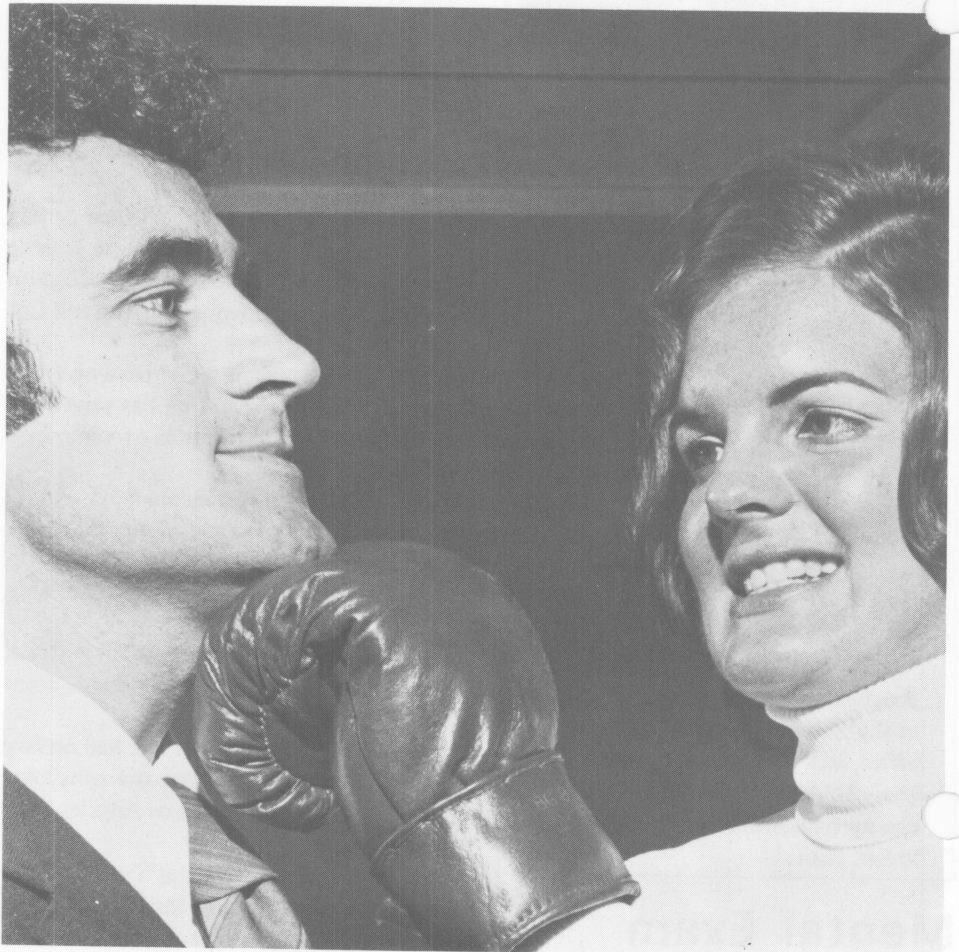
He ranked high, but was not the highest, according to Larry Curns, director of customer services. Top scholastic honors went to Miss Sandra J. McLaury, a 26-year-old brunette from San Francisco.

Tony was the lightweight national amateur boxing champion of Ireland in 1964-1965 and has more than 100 fights to his credit. Before that he was in the Irish Army for three years where he fought his way up to become the welter-weight boxing champion. As a boy in Balbriggan, Ireland, he played centerfield in Irish football, a cross between rugby and soccer.

Tony will be temporarily assigned to flights from Seattle and later will be moved to San Francisco.

San Mateo Mayor John J. Murray, Jr. and Irving T. Tague, the airline's vice president and general manager, participated in the graduation ceremonies.

Other graduates include Miss Cheri Hanson, 20 of Santa Rosa, Calif.; Misses Warene D. Lewis, 21, Ellen J. Heckemeyer, 20, both of San Jose; Miss Wendy R. Knight, 24, of Pacific Grove, Calif.; Miss Jackie S. Lucas, 22, of San Francisco; Miss Susan G. Hughes, 22, of Santa Clara, Calif.; Miss Maureen A. Vieck, 23, of Hayward, Calif.; Miss Patricia A. Aberham, 21, of Orinda, Calif.; Miss Lynne Polzoni, 20, of San Carlos, Calif., Miss Linda R. Collins, 23, of Hillsborough, Calif., Mrs. Cathy L. Frandsen, 20, of Redondo Beach, Calif.; Mrs. Ruth E. Beers, 24, of Las Vegas; and Miss Linda D. Smith, 22, of Phoenix.



HOSTESS SCORES KNOCKOUT — Anthony (Tony) McMahon, 26, former amateur boxing champion of Ireland has become the first male flight attendant among 400 hostesses flying for Hughes Airwest. But he was knocked out as a contender for top scholastic honors at graduation ceremonies by Miss Sandra J. McLaury, a 26-year-old brunette from San Francisco.

Company Hosts Mexican President

Mexican President Luis Echeverria was the guest of honor at a breakfast and workshop seminar sponsored by Hughes Airwest in Los Angeles June 20.

More than 400 travel agents from Southern California attended the event at the Century Plaza Hotel to learn more about travel to Mexico.

Attending from San Mateo were Irving Tague, vice president and general manager; Russell Stephenson, vice president of marketing; Dick Neal, director of sales; Bill Schramm, manager of agency and tours; and Juan Alvarado Sparhawk, Mexico sales manager in the U.S.

Raul Fernandez, staff vice president

and general manager in Mexico, also participated.

Others from the company included Jack Stoops, district marketing manager for Southern California; district sales managers Joe Cadenhead (Los Angeles), John Chan (San Diego) and Bill Allen (Ontario); sales representatives Jerry Griffith (Santa Ana) and Larry Caramanis (Los Angeles); and hostesses Millie Perez (Phoenix) and Fran Hamilton (Las Vegas).

Fernandez and Schramm were members of a panel that answered questions from the audience.

Western Airlines co-sponsored the program.