

WE SCORED BIG:

Three Passenger Traffic Records Set in August

Hughes Airwest set three all-time records and made significant gains in all other passenger traffic categories during August.

— Revenue passenger miles (RPMs) climbed to 110,233,000, a 26 per cent jump compared to the 87,461,000 recorded in August, 1971. (An RPM is one passenger traveling one mile.)

8 per cent to 350 miles from 325 miles.

— Load factor (the percentage of seats filled) rose to nearly 54 per cent from 49.

“August was our most successful month. That success is based on increased passenger confidence in our employes' ability to serve them and Hughes Airwest's becoming more competitive with larger airlines,” said **Irving T. Tague**, vice president and general manager.

“All employes are to be commended for their efforts to make the company more attractive to passengers and potential passengers,” Tague said. “The continued success of Hughes Airwest depends on all employes.”

Other increases included an almost 17 per cent rise in passengers boardings. More than 315,000 persons traveled on Hughes Airwest flights, almost 47,000 more than the same month last year.

Available seat miles increased nearly 16 per cent to 206,027,000, a jump of more than 27 million. Passenger density (the average number of passengers traveling one mile) was up 16 per cent to 43.2 compared to 37.2.

New Headquarters Will Save Money

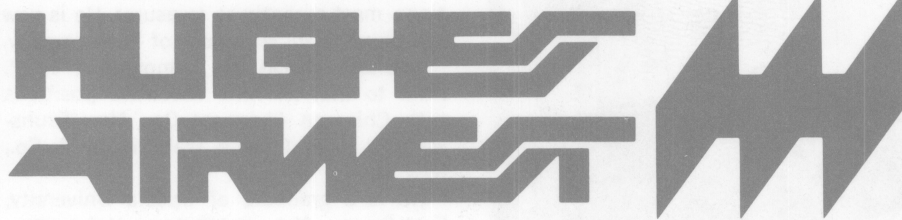
Consolidating most Hughes Airwest departments into one complex will result in substantial savings in rental costs and time spent traveling between existing facilities.

The new facility — a 107,044 square foot complex being built by Interland Development Corp. and leased to Hughes Airwest for 10 years — gives the company more floor space at a 21 per cent decrease in the square foot cost of the existing buildings, said **C. A. “Mac” Myhre**, staff vice president of administrative services and coordinator of the building project.

The cost of having a split facility is intangible, Myhre said. Hughes Airwest has three buildings in the San Francisco Airport-San Mateo area. Much time is lost and much money is spent traveling between the individual buildings to conduct business. This will be eliminated when the new complex is completed. Only flight crew check-in facilities and some storage space will remain at the airport.

Red Hill, director of properties and facilities, who assists Myhre in coordinating the building project, said the company's lease agreement for the existing facilities will be re-negotiated next year with an anticipated 20 per cent increase in cost.

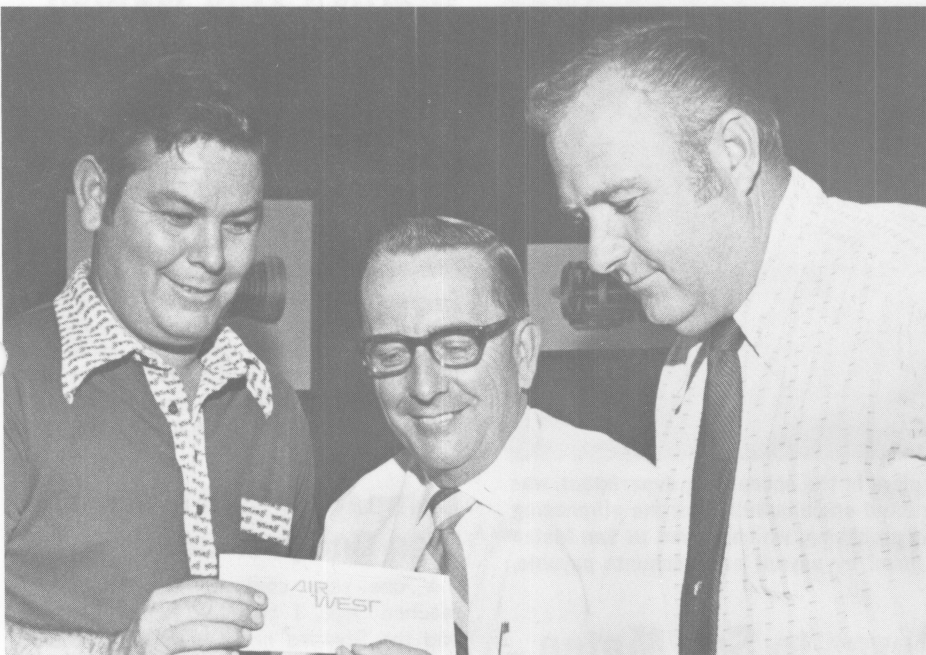
Interland Development will spend \$5.8 million to build the new buildings. Hughes Airwest will spend another \$300,000 for special equipment, furniture and cafeteria facilities.



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Hughes Air Corp.

September, 1972



BIG WINNER — Phoenix based technician **Forrest Waymack** (left), won \$500 from the company's employe suggestion program, the largest amount ever given. **Bob Jorgensen**, staff vice president of maintenance and engineering (center), and **Bob Walker**, district manager of maintenance and Waymack's supervisor, presented the check.

LARGEST EVER

Six Employes Receive Suggestion Cash

Six cash awards — including one of \$500, the largest to date — have been given to employes under the company's suggestion award program.

Forrest Waymack, Phoenix based technician, received \$500 for his idea on reusing certain aircraft wing slat parts. Waymack determined that DC-9 wing slat roller tracks are reusable by placing them on the opposite wing. The point of wear on one wing is different from the other so the parts are safely interchangeable, consequently doubling the life of the part.

Waymack's suggestion was turned over to Douglas Aircraft Co. for evaluation. Douglas reported that it was re-writing its own specifications for the part and informing all DC-9 operators of its interchangeability.

Carolyn Williams, senior accounting clerk in San Mateo, received \$100 for suggesting

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CONSTRUCTION CONFUSION—Annette DeNunzio, clerk in the accounting department, was temporarily without her desk while workmen constructed office cubicles for the purchasing department on the 9th floor of the Mills Building. Purchasing, which moved to San Mateo from Phoenix in August, occupies space formerly used by payroll and accounts payable.

Purchasing Department Moves to San Mateo

Hughes Airwest's purchasing department — formerly divided, with divisions in San Francisco and Phoenix — has been consolidated into one unit in San Mateo.

The move will permit greater efficiency

CAB Asks for Rehearing On Reno-NW Route Case

The Civil Aeronautics Board has remanded the Reno-Portland/Seattle route case in order to up-date testimony.

Prehearing conferences will begin Sept. 21 in Washington.

Oral arguments on the original case were concluded in October, 1971. Examiner Hyman Goldberg had recommended Hughes Airwest for non-stop authority from Reno to Portland and Seattle and Western Air Lines for non-stop authority between Las Vegas and Portland and Seattle.

in the department's functions by eliminating much transfer of paperwork between the two previous locations, said **John Huffman**, director of purchasing.

Nine employees moved from Phoenix to the Bay Area and four clerical employees were recalled from furlough because of the change.

The department will be located on the 9th floor of the Mills Building. Only **Ken Owens**, manager of surplus sales, **Laury Melanson**, buyer, and **Shirley Adams**, secretary, will remain in Phoenix.

All company supplies and materials will now be purchased through one office. Huffman said most purchased items will be received sooner than was possible before.

Also improved is the machine reorder process. The department is now using the computer to keep inventory of the items and to transfer orders. This speeds up the ordering process considerably, Huffman said.

Harry Swenson Appointed Treasurer and Controller

Harry Swenson has been named treasurer and controller of Hughes Airwest.

He has served in various executive positions, most recently as treasurer. He is now the chief financial officer of the company.

Swenson joined the company in 1967. Prior to that he held executive positions with Chipman Chemical Co., New Brunswick, N.J., and Price Waterhouse & Co., New York.

He is a graduate of Upsala University, East Orange, N.J., and Rutgers University.

Marilyn Link Named To National Group

Marilyn C. Link, special assistant for sales development in New York, has been appointed to the executive committee of the National Committee for Employer Support of the Guard and Reserve.

The organization was established this year by President Nixon to develop better public understanding of the country's National Guard and Reserve forces and to encourage employe participation in the programs through improved support and cooperation of American employers.

Miss Link joined Hughes Airwest last May.

Company, Flight Attendants Sign One-year Contract

A one-year contract agreement was reached Sept. 1 between Hughes Airwest and the Steward and Stewardess Division of the Air Line Pilots' Association.

The pact is effective Oct. 1, **Arthur Brennan**, staff vice president of industrial relations, said. All company flight attendants are covered by the contract.

Amigo Fare Program

Varig's Amigo Fare program will feature eight-day tours of Rio de Janeiro and eleven-day tours of South Africa. Air fare is \$99 for positive space. Contact any Varig district sales office for details.

HUGHES AIRWEST

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International Airport

San Francisco, Ca. 94128

Ken Jensen, editor



NEW TERMINAL — Pocatello, Ida. is the first city on the Hughes Airwest System to have the "new look" featured in the airport ticket counter. The city recently built a complete new terminal building. The counter was nearing completion when this picture was taken.

Runway Construction Cancels Flights

Runway construction projects at three airports have forced cancellation or alteration of flight schedules by Hughes Airwest.

Another runway project — at Reno — was completed and operations have returned to normal, **Kip Wharton**, senior director of stations, said.

Operations at Cedar City stopped Aug. 21. They were scheduled to resume Sept. 2. The main runway and aircraft parking ramps were resurfaced.

Partial surfacing of the main runway at Pullman/Moscow forced cancellation of flights for nine days. Operations resumed Aug. 21.

The main runway at Idaho Falls will be closed for 14 days beginning Sept. 5. F-27 aircraft will continue to serve the airport by using a shorter, alternate runway. Some schedule interruptions are expected. Western Air Lines will cancel all flights because its Boeing 737 aircraft cannot use the shorter runway.

Government Praises Anti-hijack Program

Hughes Airwest's anti-hijack passenger screening program has been praised by federal officials as being a highly efficient means of preventing potential hijackers from boarding flights.

"The federal praise is welcome, especially at a time when hijacking is so much in the news, **Bob Bauter**, director of security, said.

He said the company's success is because of consistent use of the behavioral profile by all stations.

"At a time when other airlines have been experimenting with different methods of passenger screening," Bauter said, "we have stuck with the original FAA passenger profile procedure."

During July — when Hughes Airwest boarded 283,263 passengers — 8,156 per-

sons (2.9 per cent) met the behavioral profile. Of the total, 5,842 (2.1 per cent) received further screening and 47 were denied boarding.

All Hughes Airwest passengers undergo the personality profile. This is an action by the station agent only. The passenger is unaware he is being screened. If the passenger matches the profile, he is asked to undergo further screening. This could include an interview, surveillance by a magnetometer, search of his carry-on luggage, or possible personal search.

The company's policy is to have magnetometers located at as many boarding areas as possible. Federal regulations require only that a magnetometer be located somewhere in the airport.

Hijacker's Face Jail; Most Attempts Fail

Trying to hijack a commercial airliner is a failing business.

All 18 attempts to hijack an aircraft for ransom in 1972 have failed. The persons involved have either been arrested, killed or are under the control of a foreign government.

"Given this perfect failure rate for hijackings and extortions this year, it's amazing that anyone could still delude himself about his ultimate fate when undertaking such a venture," said John Shaffer, Administrator of the Federal Aviation Administration.

"I realize that the typical hijacker/extortionist is neither a stable nor rational person, but one would think that even the most disturbed individual would have gotten the message by now. That message, of course, is that when a person buys a ticket on an airliner with the idea of hijacking it for profit, he has really bought himself a ticket to prison or the morgue."

The current wave of hijackings began Nov. 24, 1971 when a man known only as "D. B. Cooper" disappeared after parachuting from an airliner with \$200,000 in ransom money. It is believed that Cooper was killed.

There have been 20 hijack/extortion attempts since the Cooper event and all have ended in failure. In five of the cases, the hijacker tried unsuccessfully to repeat the "Cooper pattern" of parachuting from the aircraft. All were captured but one man the aircraft. All were captured but one man who surrendered to authorities in Honduras.

Three of the attempted hijackers were killed by authorities. Seven others are under the control of the Algerian government. Money from both Algerian hijackings has been returned.

Company's Remaining 727 Sold in South America

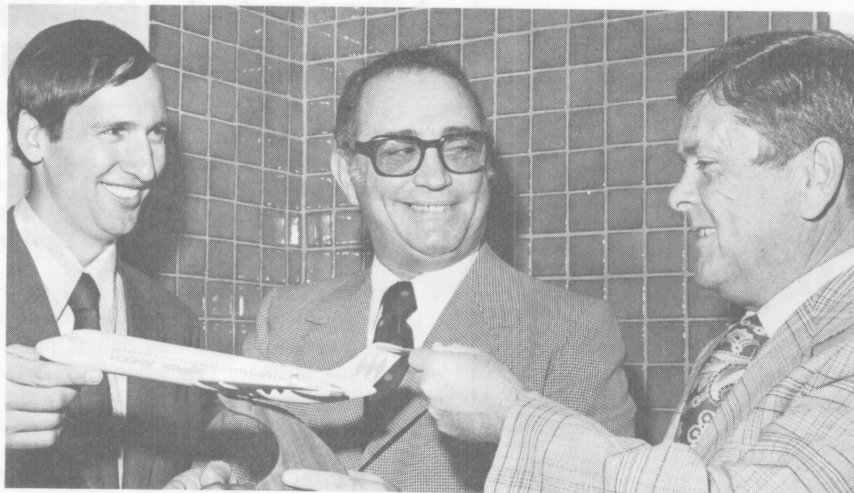
Hughes Airwest's remaining Boeing 727 aircraft — on lease for the last two years to Alaska Airlines — has been sold to Servicos Aereos Cruzeiro do Sul, S.A. of Rio de Janeiro.

The aircraft will return to Hughes Airwest in September for maintenance. Delivery to Cruzeiro will be in October.

The 727 will be the fourth of its type in the airline's fleet, that also includes seven Caravelles, eight YS-11A's, 10 DC-3's and two C-82's.

Hughes Airwest previously sold a 727 to Union of Burma Airways in 1970. The third tri-jet was lost in an accident.

Ed Altman, vice president of operations, negotiated the sales contract.



APPRECIATION — Manuel Munoz A., (center), Southern California regional director of the Mexican National Tourist Council, was presented a model DC-9 for his services to Hughes Airwest in promoting travel to Mexico. Presenting for the company were Juan Alvarado Sparhawk, manager of Mexico sales/U.S., (left) and Jack Stoops, district marketing manager, Los Angeles. The presentation was made in Los Angeles.

Five Are Appointed To Company Posts

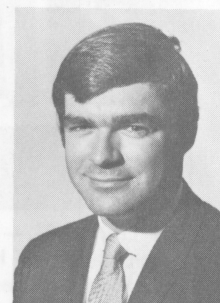
Five men have been appointed to new positions with Hughes Airwest.

Glenn Bottemiller is the new district sales manager for Seattle, replacing **Bill Gerrard** who previously was named district marketing manager for Northern California. Bottemiller joined the company in 1961 and has served in various station and marketing positions. Most recently, he was sales account executive for Seattle.

Jerry Griffith, formerly sales representative for Santa Ana, has been named district



Bottemiller



Griffith

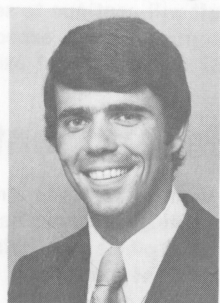
sales manager for the same area. He joined the company in 1968 as a station agent in Reno.

Jere Hughes, a 15-year veteran of the travel industry, joined the company as assistant manager of telephone sales in Los Angeles. Hughes has worked in the sales and reservation departments of National and Continental airlines.

Lynn McNichols joined the company as management training specialist in the personnel department. He has a master degree



McNichols



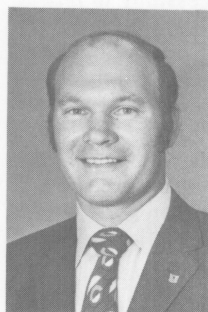
Conroy

from Northwestern University and brings more than 14 years of airline management training experience with him. He previously was with United Air Lines in Chicago and San Francisco.

Mike Conroy rejoined the company as district sales manager in Ontario. He left the company in January to return to school. He previously held sales positions in Ontario, Spokane and Portland. He also has and reservation departments of National He first joined the company in 1965.

William Gross Named To Ft. Ord Position

William H. Gross, formerly Scheduled Airline Ticket Office (SATO) agent at Camp Pendleton, Calif., has been named manager of the SATO at Fort Ord, Calif.



Gross

Gross joined the company in 1959 as an operations agent. He became a Joint Airlines Military Ticket Office (JAMTO), the predecessor to SATO) agent in 1962.

His selection as manager makes Hughes Airwest the first employing airline at the office. This means all tickets sold will be on Hughes Airwest ticket stock and that other SATO employees will follow Hughes Airwest ticketing and other accounting procedures.

Four other Hughes Airwest employees work in SATO's. They are **Jerry Butler**, Hill Air Force Base, Ogden, Utah; **Don Jacquess**, Norton Air Force Base, San Bernardino, Calif.; **Emerald Hockbaum**, Los Angeles Air Force Station; and **Jim Cumisky**, Fort Ord.

SATO's are under control of the Air Traffic Conference of the Air Transport Association. Gross was appointed by a committee of district sales managers representing the airlines serving San Francisco.

Scoreboard Hughes Airwest Traffic

	Aug. '72	Aug. '71	% Change
PAX	315,172	269,508	+16.9
RPM	110.2 mil.	87.4 mil.	+26
ASM	206 mil.	178.3 mil.	+15.6
Load Factor	53.5%	49.1%	
PAX Density	43.2	37.2	+16.1
Cargo Ton Miles	701,352	623,647	+12.5
Cargo Tons Brd.	1,932	1,803	+ 7.2
On-time	76.9%	86.7%	

Year-to-Date*

	1972	1971	% Change
PAX	1.6 mil.	1.9 mil.	-21.4
RPM	518.8 mil.	620.7 mil.	-16.4
ASM	1.1 bil.	1.3 bil.	-19.1
Load Factor	47.9%	46.4%	
PAX Density	39.4	34.3	+14.9
Cargo Ton Miles	3.1 mil.	4.7 mil.	-34.3
Cargo Tons Brd.	8,651	13,902	-37.8
On-time	84.9%	85.2%	

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

Tacoma Flights Halted

The Civil Aeronautics Board has granted a Hughes Airwest request to serve Tacoma, Wash., through the Seattle-Tacoma International Airport.

Tacoma was deleted from the system Sept. 1, said **Richard Fitzgerald**, staff vice president of regulatory affairs.

Thomas Mason, former station manager at Tacoma, will be reassigned in the station department.



THE COLLECTOR — Patti Reynolds, assistant manager of central seat control, San Francisco, is collecting eye glass lenses, frames and other optical devices. The items are being donated to "New Eyes for the Needy," a non-profit organization based in New Jersey. This group re-manufactures the glasses to fit the needs of poor people throughout the world. If you have glasses, contact lenses, eye glass frames or sun glasses that no longer fit or do not match your prescription, send them COMAIL to Patti.

Company to Honor Veteran Employees

Fifty Hughes Airwest veteran employees—each with 25 years of service—will be honored by the company in October.

The employees will be guests at dinner parties in San Francisco, Seattle and Phoenix.

The schedule for the events is: Phoenix, Oct. 2 at the Mountain Shadows Inn; Seattle, Oct. 10 at the SEA-TAC Motor Inn; and San Francisco, Oct. 12 at the Royal Coach Hotel.

\$155-million Advance Made by U.S. Airlines

Scheduled airlines in the United States made a \$155 million turn-around during the first six months of the year, compared with the same period last year.

First half financial results for the airlines show a net profit of \$20.7 million, compared with a \$135 million loss for first half of 1971, according to a report by the Air Transport Association.

Operating revenues for the airlines increased 13.7 per cent to 71.8 billion revenue passenger miles. Available seat miles were up 4.3 per cent to 141.6 billion.

Employees Celebrate Service Anniversaries

These employees have celebrated service anniversaries since January.

TWENTY-FIVE YEARS

PHOENIX—Charles Kinamon, check captain; Charles Turnbull, Stanley Hultman and Delbert Snyder, lead technicians; Capt. John Surbridge; Capt. Lester Ferguson; Russell Elliott, technician; Capt. Jeff Hanan; Capt. Muryl Cole; Capt. Hugh Wallace.

SAN FRANCISCO—R. B. Ross, Don Welch, Wally Abrahamson, Norman Conradson and Robert Northey, dispatchers; Foster Ford and Fred Moulds, cleaners; Floyd Dunn and Robert Castle, technicians; Lynn Chesshir and Richard Kastelic, lead technicians; Curt Kolditz, lead stock clerk; Capt. Shelby Tuttle, staff vice president of flight operations.

LAS VEGAS—Capt. Marvin Yarnell; Capt. Exline Brown; John Cipollone, technician; Capt. William Nelson Jr. LEWISTON—George Griffin, chief station agent. SEATTLE—Capt. Bill Appel; Capt. Max Christman; Capt. Don Burkhard; Capt. Eugene Karlberg; Check Capt. Ivan Dorey; Capt. Don Peters, regional flight manager; Capt. Harold Zemp; Earl Moore, lead technician; Capt. Kennon Sorgenfrei; Capt. John Bosko; Capt. Frank McDonald.

CORVALLIS — Bob Meals, station manager. BOISE — Milton Points, technician. EUGENE — Ed LeShane, station manager.

TWENTY YEARS

PHOENIX — Gilbert Samuelson and Leonard Hall, lead technicians; Fred Middendorf, quality control lead technician; Capt. Robert Schafranka; James Feil, technician. SAN FRANCISCO—Donald Fischer, chief station agent; Capt. Alf Larsen Jr.; Robert Peusch, dispatcher; Clyde Kostenbader, assistant to the vice president of operations; Glenn Tigner, assistant station manager; Jim Martin, director of scheduling; Capt. Paul Edwards.

EUGENE — LeRoy Scott, chief station agent. SEATTLE—Capt. Glen Weldy; Robert Tysom, line foreman; Capt. George Pomeroy; Philip Horne, building manager; Capt. Donald Hawley. LAS VEGAS — Capt. Paul Beach; Capt. Millard Taylor; Capt. John Boyle; Capt. Gordon Brown; Capt. Campbell McKellar; Capt. William Smith; Herb Chesney, station manager; Capt. James Blackwell.

WALLA WALLA—Thomas Hessler, station agent. PORTLAND—Don Pingree, assistant district manager of maintenance. SAN DIEGO—Thomas Barry, station agent. YAKIMA — Bob Clayton, station manager. SPOKANE — David Hunt, chief station agent.

FIFTEEN YEARS

SAN FRANCISCO — Capt. Donald Isberner; Kip Wharton, senior director of stations; Capt. Ray Butler; Louise Lander, senior clerk. PHOENIX — Rudy Krsul, lead technician; John Barnum, technician; Capt. Jack Raithel; Ruth Jordan, hostess; Bob Hayes, special assistant for public affairs; Richard Churchill, first officer; Capt. Earl Huffmaster; Frank Smith, quality control technician; Capt. Patrick Dooley; and Capt. Gilman Wilson.

EUGENE—Merle Simpson, chief station agent; Robert Denning, station agent. SEATTLE—Capt. Richard Bedortha; Capt. James Cutler; Robert Foster, first officer; Check Capt. Ed Lungren; Capt. R. A. Collins; Capt. Jack Northcott. SAN DIEGO — Darrell Zickafoose, station manager. BOISE—Don Cooper, district marketing manager. SPOKANE—Eldon Booher, chief station agent.

REDDING—David Benney, chief station agent. BEND/RICHMOND — Leslie Hart, chief station agent. LOS ANGELES—Richard Torrence, chief station agent; George Taylor, station agent; Bill Allen, regional cargo manager. LAS VEGAS—Capt. John Spargo. SALT LAKE CITY — David Jensen,

chief station agent. SANTA ANA—Tom Chandler, station manager.

TEN YEARS

LAS VEGAS—Frank Bradley, first officer; Sandy Veres and Teri Dalton, hostesses; Wendell Stribling, ground service. PHOENIX—Howard Fisher, ticket agent; George Campros, lead technician; William Cronmiller, technician; Suzanne Mills and Linda Muzio, hostesses; Capt. Robert Hall; Ray Melcher, chief station agent; Dennis Gilbertson, station agent; Steve Spurgeon, chief station agent; Ed Riederich, reservation agent; Gordon Jenkins, quality control technician.

EUGENE—Frank May, Vic Speratto and Paul Wycoff, station agents. GREAT FALLS — Ken Mosier, technician. SEATTLE — George Dzurisin, assistant station manager; Sylvia Lekky and Beverly Jensen, hostesses; Margaret Coleman and Jessica Finch, reservation agents; Capt. Delbert Butler; Robert McDonald, crew scheduler; Marian Baker, mail clerk.

CHICO—Robert Hale, station agent. BURBANK — Philip Bauer, chief station agent. SAN FRANCISCO—Kristen Ayers, ticket agent; Rod Medeiros, assistant dispatcher; Don Ohler, telephone sales administrator; Bill Gerrard, district marketing manager; Roy Shanks, manager of customer relations; Alice Hardman, Mary Spencer, Judith Williams and Susan Hall, hostesses; Sandy Lindvig and Carol Busch, check hostesses; Tony DeLoura, supervisor of mail and distribution; Capt. Roger Coursey; Orpha Swift, junior accounting clerk; Esther Meier, senior accounting clerk; Ken Hammock, manager of purchasing; Irene Hobson, intermediate clerk; Jean Murphy, reservation agent.

YAKIMA—Jack Cullen, station agent. FRESNO —M. M. Pierce, station agent. SALT LAKE CITY—Jodie Hoyt, Allen Thompson and Larry Swensen, station agents. Los Angeles—Daniel Ward, chief station agent; Larry Caramanis, sales representative; Robert Brown and Murphy Dennis, station agents. INYOKERN—Duke Johnson, station manager. PASO ROBLES — David Peterson, station agent. ARCATA/EUREKA—Jim Wells, station manager; Clark Kane, station agent. PORTLAND — James Stever, lead technician. SPOKANE—Ronald Baltzell and George Greenwood, station agents.

FIVE YEARS

SAN FRANCISCO—Darryl Knox, James Boyer, Manuel Nazareno and Michael Cooney, ticket agents; Louis Pacheco, Richard Berryman, Robert Johnson, Don Rogers, Tom Hobson and Dana Montoya, station agents; Karen Galvin, Nora Cahill and Pat Harbick, hostesses; James Reibman and Ron Lee, first officers; Drinda Haagen, secretary; Lorraine Bryant, executive secretary; Fredrik Lopez, ground service; Candy White, Karen Benedict, Susan Wright, Maureen McCann, Gerd Bean and Monty Coleman, reservation agents; Margie Rose, chief reservation agent; Juan Alvarado Sparhawk, Mexico sales manager/U.S.; Stan Jones, manager of passenger interline accounting; Lynne Manning, marketing analyst; George Scotch, director of budgets; Sherman Sheng, press operator; Dorothy Smith, Janet Bontrager, Janice Sedlemeyer and Evelyn Warren, intermediate accounting clerks; Carolyn Williams, senior accounting clerk; Barbara Hammock, senior transcription operator; Terry Ashton, senior director of planning.

LOS ANGELES — Ann Smith, Marilyn Graver, Wilma Mullins, Laverne Martin, Barbara Warner, John Garcia, Rochelle Kelsay, Ann Shepard, Kathy Wehr, Genie Wise, Beverly Hansen, Annette Horwitz and Beverly Gear, reservation agents; Jim Turnage, Richard Overland, John Bishop, Michael Mikles and Fred Jordan, station agents; Jack Schneider, technician; Mary Naff and D. C. Whitman, ticket agents.

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We Get Letters

From a preacher who noticed **Wendy Rabasco**, San Francisco ticket agent, helping two "very elderly ladies both past eighty" who were traveling 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 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 a businessman who flies to Guadalajara regularly on business . . . "I had the opportunity to fly with one of your more outstanding air hostesses, **Lois Payne**. Miss Payne has the very special quality of projecting a sense of warmth, sincerity and interest in her work."

From **Darward Hiler**, chief agent Ontario, praising **Capt. Dave Meade** for a cabin announcement that the aircraft might possibly experience some turbulence . . . "The reassuring way Captain Meade told the passengers, I feel, merits a word of attention."

From a traveller on his way from San Francisco to Monterey commending San Francisco ticket agent **Carol Ewan**, who noticed that his bags had been checked erroneously through to San Francisco instead of Monterey. "Somehow, she managed to locate them (the bags) and see that they were on board before flight departure."

From a California congressman, commending hostess **Barbara Jackson** . . . "This is the first letter I have ever written a carrier commending them for the attitude displayed by an employee."

Travel Bargains

Playa de Oro Hotel, Puerto Vallarta, is offering a five-day, four-night package for Hughes Airwest employees. Price of \$42.50 per person double occupancy includes room (European plan); rental car; boat trip to Yelapa; city tour and welcome cocktail. Offer good through Dec. 15, 1972. Write directly to the hotel for reservations.

Waikikian Hotel in Honolulu offers a discount rate of \$9.50/single, \$13.50/double for airline employees. For reservations, write: Jim Knaefler, general manager, Waikikian Hotel, Honolulu, Hawaii 96815.

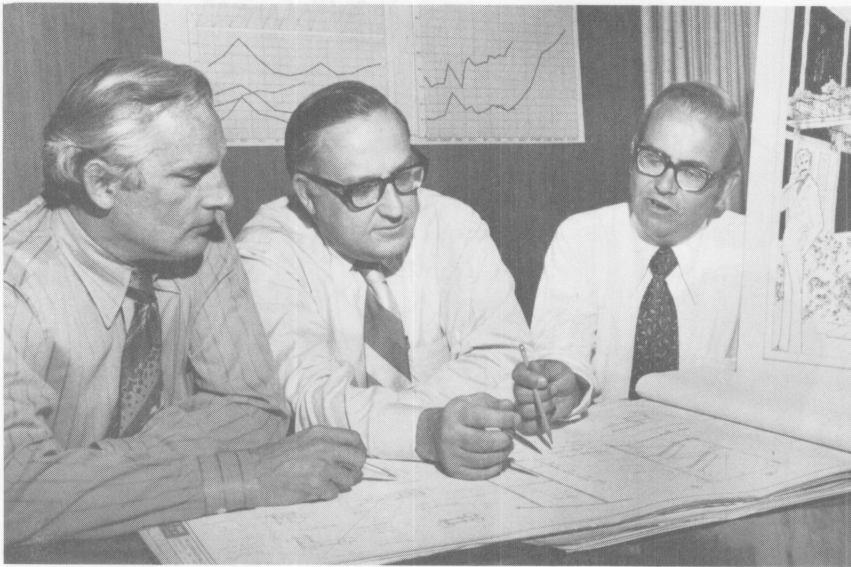
Open Road Hotels offers a four-day, three-night package at the Hotel Caesar Augustus in Rome for \$35. Package includes daily continental breakfast, welcome cocktail in hotel bar, dinner at Painted Pony Restaurant and beer and bratwurst at La Caraffa. Write U.S.A. Headquarters, 158 Progress Parkway, Maryland Heights, Mo. 63043, or call (314) 542-5200.

Interline International announces its tours for the 1972-73 season: Mexico City, seven days for \$145; San Juan/Virgin Islands, eight days for \$175; Lisbon/Portugal, eight days for \$189; Jamaica, six days for \$156; Russia, 11 days for \$258; Holy Land, eight days for \$199; Rome/Athens, eight days for \$199; Yugoslavia, 11 days for \$229; Lisbon/Madrid, eight days for \$199. Tour price includes positive air fare, sight-seeing, hotels, some meals, portorage and transfers. For more information write Interline International, 1005 Virginia Ave., Suite 124D, Atlanta, Ga. 30354. Telephone 404/762-9793.

Braniff International has new service charge rates for travel within the United States: coach, \$10; first class, \$15 for one-way travel. Double the charge for round-trip.

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

The Hotel Del Monte in Acapulco offers a year-round \$4 per day, per person rate on a double occupancy for airline employees. Write Manager, Hotel Del Monte, Acapulco, Mexico.



BUILDING COMMITTEE—Hughes Airwest's building committee members are (from left) Arthur Taylor, staff vice president of legal; Arthur Brennan, staff vice president of industrial relations; and Harry Swenson, treasurer and controller. The committee has been functioning for about 18 months. It is responsible for site selection, lease agreements, building design, floor plans, interior design and space allocation of the company's new corporate office buildings.

EMPLOYEE COSTS HIGHEST

Company Spent \$100-million to Operate in '71

Payroll and employe benefit costs continued to be the largest single expense for Hughes Airwest in 1971.

More than \$99.5 million was spent by the company last year. Almost half—\$47.4 million — went to payroll and employe benefits. The next two highest were fuel and oil (\$9,658,483) and rental fees (\$9,543,079).

The following chart is a breakdown of where the company's money was spent in 1971.

Payroll, employe benefits and personal expense	\$47,348,984
Fuel and oil	9,658,483
Landing fees	1,961,770
Taxes — Federal and state payroll	1,646,624
Property and other	1,725,068
Rentals	9,543,079
Insurance — Aircraft and traffic liability	2,411,400
Interest on debt	2,347,295
Advertising and sales promotion	1,724,623
Food/beverage and passenger service supplies	1,712,818
Data processing equipment and service	444,025
Communication equipment, including PNR reservation costs	3,144,031
Ground equipment and facilities	668,852
Interrupted passenger trip expense	172,599
Light/heat/water/power	214,573
Aircraft materials and supplies, including outside repair	3,070,866
Engine materials and supplies, including outside repair	3,770,917
Avionic material and supplies, including outside repair	449,510
Commissions paid	1,852,969
Total expenditures (including depreciation and amortization)	99,549,333

Service Anniversaries

(Continued from Page 5)

LEWISTON — John Scott, station agent; Marie Blair, ticket agent. BURBANK — F. R. Giordano and Ralph Oronoz, station agents. ARCATA/EUREKA—Ken Kretsinger, station agent. CEDAR CITY—Robert McAdoo, station agent. SPOKANE—Rob Priest, district sales manager. SAN JOSE —Roger Smith, station agent. MONTEREY—John Zielinski and David McCord, station agents.

SALT LAKE CITY—Mike Elzinga, Wayne Spencer and Terry Metcalf, station agents. SACRAMENTO — Bill Finch, station agent. ONTARIO — Samuel Ferry, Bill Fisher and Jim Gabany, station agents. PASCO — David Wilson, station agent; Clinton Jarrett, technician. BAKERSFIELD—Gene Empey, station agent. PALM SPRINGS — Robert Hutchinson, station agent.

PHOENIX—Jim Wilson, Ed Friedlund, George Looney, Herbert Lineberger, Terry Dillon, Tom Butts, Jerry Stiles, Don Ackerman and Walter Reifon, technicians; Gene Neavitt, manager of supervisory training; David Long, M.D., staff physician; Doris Medici and Vonnie Timm, executive secretaries; Cheryl King and Susan Huffaker, secretaries; Al Davies, director of employe relations; Roger Starner, manager of engineering; Floyd Deckert and Archie Matteson, instructors; James Ryan, ground communications technician; Jim Ball, aircraft router; Laurie Mallett, clerk.

Karen Grissom, Kristin Neff, Ruth Rietveld, Pam Ehlers, Virginia Musa and Pat Schremin, hostesses; Amadro Saiz, Gerald Curran, Evan Davies and James Hinnenkamp, station agents; Nancy Flora, Marcia Peterson and Janelle Shipp, reservation agents; Rita Moody, senior transcription operator; Chet Rosenberg, timekeeper; Marilyn Schneider, clerk/typist.

SEATTLE — John Shellenberger, James Deller and Clarence Hardt, station agents; Marian Wilson, secretary; Roberta Timmons, ticket agent; Capt. Elmer Smith; Capt. Dale Hugdahl; Darlene Lentz, Arra Morrison, Myrtle Ybarra, Naoma Britten, Sylvia Murillo, Marie Miller, Pat Markham and Joan James, reservation agents; Ted Wirch, Robert McCoy, George Kane, John Kastien, Douglas Waddell, John Olsen, John Wasser, Gordon Bolstad and Roy Thompson, first officers.

LAS VEGAS — Ester Sterling, hostess; Phillip Valasquez, Gary Patton, Jack Kolk, Tex Hansen and Reldon Spring, station agents. PORTLAND—Barbara Florea and Sherry Harvey, ticket agents; Kelly Mann, station agent. SANTA ANA—Andrew Bennett, station agent.

Retirement

D. R. Nelson, instructor in the flight training department, Phoenix, retired Aug. 31. He joined the company in 1965.

Obituaries

Mrs. Barbro Jorgensen, mother of Bob Jorgensen, staff vice president of maintenance, died Aug. 11 in Luck, Wis. of heart failure. She was 80.

Chester O. Graham, father of Ken Graham, supervisor of maintenance training, Phoenix, died July 26 in San Bernardino, Ca., of cancer.

Helen Lau, mother of Priscilla Lau, San Francisco based stewardess, died July 29 in a San Mateo hospital of a heart attack.

Suggestion Awards

(Continued from Page 1)

specially marked co-mail envelopes be designed and used for transporting employe pay checks.

Colleen Warnshuis, ticket agent in the Sacramento city ticket office, received a \$50 United States Saving Bond for suggesting certain changes in the Ticket-by-Mail program.

Alan Briscoe, station agent in Salt Lake City, received \$50 for suggesting the color of the Salt Lake City and San Jose baggage destination tags be changed. The similarity of color and three-letter designator code frequently resulted in misdirected bags. It is Briscoe's second award.

Stephen Spurgeon, chief ticket agent in Phoenix, received \$25 for suggesting the use of customer courtesy envelopes. The envelopes are used by passengers wishing to leave small articles at ticket counters for pickup by other persons.

Roger Solt, chief station agent at Yakima, received \$50 for suggesting changes to the procedures used for clearing armed individuals for boarding company aircraft.

All employes are eligible to submit suggestions to the program. Sought are ideas that will reduce operating costs, improve operations, improve customer service and relations, increase revenue, increase safety and boost employer/employe relations.

Maximum award will be \$10,000 and the minimum, \$25. The amount awarded will be 10 per cent of the anticipated annual savings or earnings to the company, or a designated amount when the idea's results are intangible.

A bonus award will be made for the best idea of the year. In January, the suggestion committee will award a \$500 U.S. Saving Bond to the best idea of the year. Second place will receive a \$200 bond and third a \$100 bond.

Wayne Wiggins, director of personnel, is chairman of the suggestion committee. Other members are: **Larry Curns**, director of customer service; **Charles Hom**, assistant controller; **Robert Jorgensen**, staff vice president of maintenance; **Kip Wharton**, senior director of stations; **Clyde Kostenbader**, assistant to the vice president of operations; and **Capt. Shelby Tuttle**, staff vice president of flight operations.

Airlines Are Younger

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.



ANY SUBJECT

IRMA Has Answers by the Hundreds

Got a question?

Ask IRMA.

She's guaranteed to have the right answer—and fast.

Hundreds of 'em.

IRMA, of course, is Hughes Airwest's engaging, know-it-all electronic whiz—the company's high-speed reservations computer.

She's used mostly to log passengers' names and telephone numbers, determine flight availability and actually sell seats.

But she has another side to her complex personality.

It's called direct reference system (DRS)—an area within the computer that acts as a kind of vast "reservoir" of miscellaneous information.

This reservoir has been crammed with more than 100,000 coded instructions that are used to answer most any question in less than three seconds.

For instance, by digging into her direct reference system, IRMA can rattle off:

—The ground distance between each of our 75 airports and its nearest city.

—On-line or interline flight connecting times.

—Rules for transporting pets by air.

—Currency equivalents and requirements for entry into Canada or Mexico.

—Special fares for clergymen, children, military or groups.

—The shows playing at Lake Tahoe, Las Vegas or Reno resorts.

—Special information about skiing, sight-seeing in key cities, time zones, wheelchair or stretcher availability, rental cars, hotels, helicopter services, employe buses, baggage liability or charter bookings.

And the list goes on.

Nearly 200 facts most often requested by customers have been programmed into DRS, said **Carol Hicks**, schedule change coordinator in the telephone sales and passenger systems department in San Francisco.

"It is one of the most frequently used areas of the computer," she said.