

## DOMINANT MARKET

# Mexico Service Strategy Doubles Flights

Mexico's dominant position as the fastest growing foreign destination of air travelers from the Western United States is the key factor behind Hughes Airwest strategy to double its trans-border Sundance jet flights this fall.

By doing so, the airline expects to carry at least 80,000 passen-

gers to the popular western Mexico resort cities of Guadalajara, Mazatlan, La Paz and Puerto Vallarta in 1973 — 116 per cent more than this year.

"Air travel has become the number one way to reach Mexico's more distant tourist destinations," said **Juan Alvarado Sparhawk**,

the carrier's Mexico sales manager in the U.S. "And the travel potential to Mexico in the future is obvious with new airports and spectacular hotel developments either now operating or planned.

"Mexico has its own, unique identity and more and more tourists are discovering it and liking it."

Last year commercial airlines flew 1.5 million tourists to Mexico, or 2.3 per cent more than in 1970, Sparhawk said.

### More From California

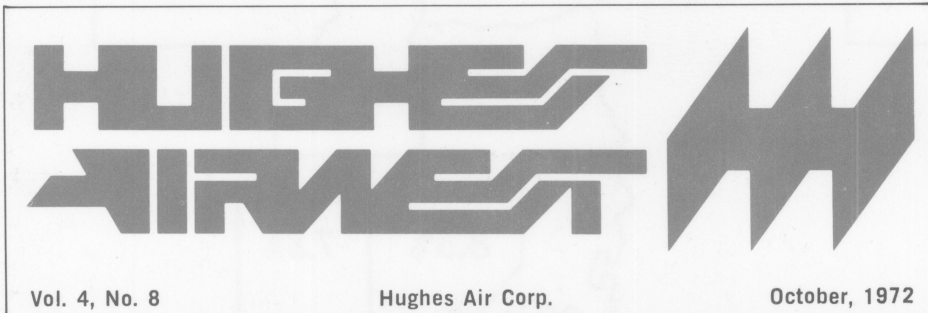
"California provided more than 500,000 of them — more than any other state in the West. Arizona led the region in the rate of tourism growth to Mexico — more than 215,000 visitors in 1971, or 329 per cent more than 1962's 51,000 tourists," he said.

To maintain its superiority in this vital market as the airline serving more cities in Mexico than any other U.S. carrier, Hughes Airwest will boost its weekly departures to the four cities 114 per cent over its current operations.

### Southern California

Highlighting the carrier's expanded fall and winter Mexico schedule will be the inauguration of daily direct service from Southern California.

By Dec. 16, it will be operating 15 weekly flights — daily from Los Angeles, via the  
(Continued Page 4)



**OLD FRIEND** — Aircraft N2701, the oldest F-27 flying in the United States, has ended its commercial service. It is shown above in the first colors it bore. A second West Coast paint job and the original Air West, Inc., colors followed. The picture was taken prior to delivery. N2701 made its first flight Sept. 28, 1958. It flew 31,530 hours, piling up more than 1,100,000 miles. It carried almost 200,000 passengers during its career. It made 9,221 landings. About the only original equipment remaining on the plane is the fuselage and wings. The windows, doors, seats, galley, engines, landing gear and electronic equipment have all been changed several times. The aircraft was delivered to Ward International of Dallas on Oct. 8. It will be converted and sold as an executive aircraft.

## Last Month A Record in All Traffic Categories

Last month was the best September in the company's history in all passenger traffic categories.

Topping the month's performance gains over September, 1971 were:

—Revenue passenger miles up 21.4 per cent.

—Available seat miles up 16.5 per cent.

—Passenger boardings up 13.7 per cent.

Revenue passenger miles (one passenger traveling one mile) rose to nearly 92,800,000 from 76,400,000, while available seat miles jumped to more than 197,500,000 from 169,500,000. It was the third highest monthly level in the history of the company for these two categories.

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## Expansion Planned In Fall Schedule

Hughes Airwest will boost its systemwide Sundance service sharply this fall instead of joining other airlines in the industry's traditional seasonal cutbacks.

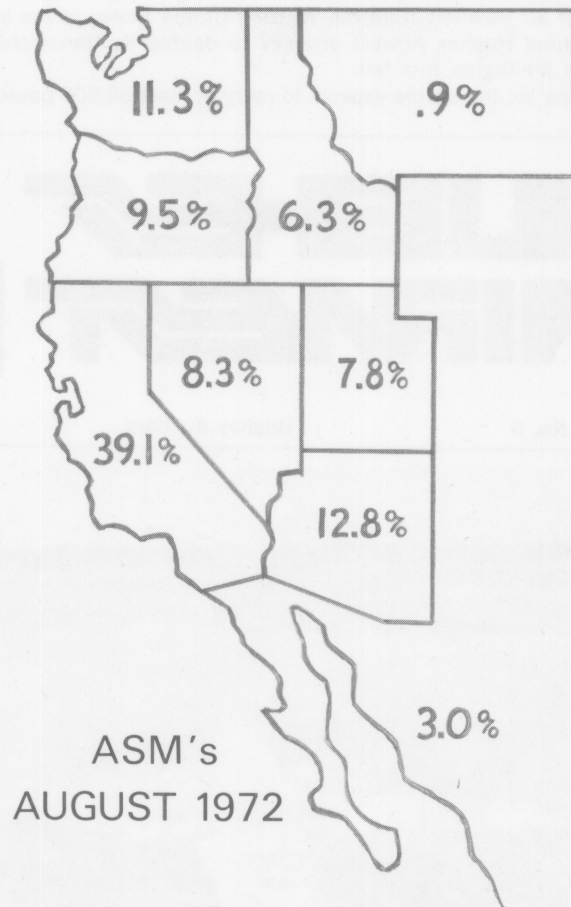
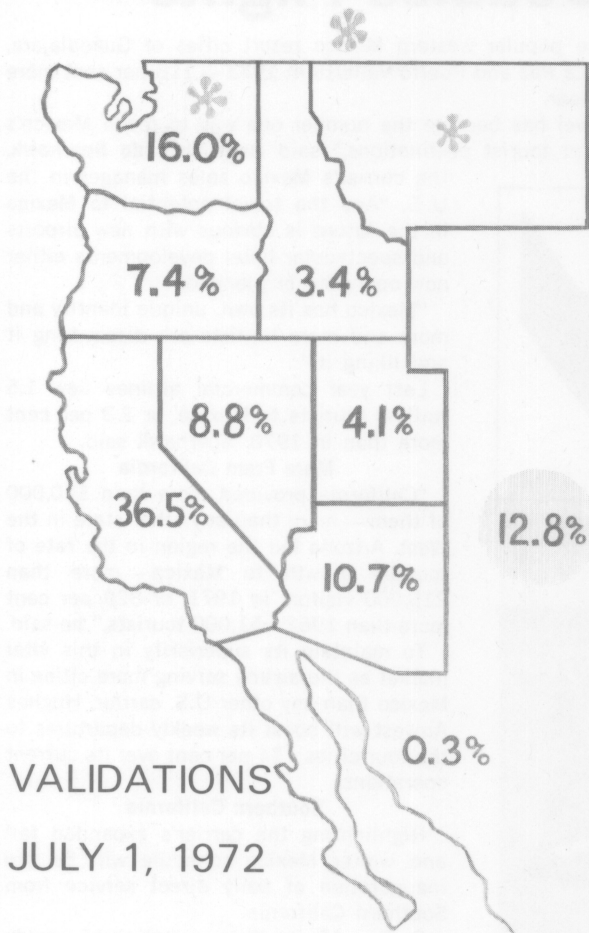
This summer's jet operation peak will be maintained, and will increase nearly 30 per cent over a year ago. Service by the carrier's entire Sundance fleet will be up more than 25 per cent from October, 1971.

### No Seasonal Slack

**Terry Ashton**, senior director of planning, said "for the first time in our history we are not predicting a seasonal systemwide slack. We will reallocate our available seat miles to expand our service to Mexico, Arizona and Southern California on Oct. 29 — not reduce it — to accommodate a forecast traffic increase."

Ashton said the forecast is based on a general economic upsurge that is expected to continue through the third quarter of 1973.

"This should produce a significant growth in vacation travel between the United  
(Continued Page 2)



**AVAILABLE SEAT MILES** — The state-by-state breakdown of the percentage of total tickets sold on the system is shown on the chart on the left. The chart on the right shows where the company has placed its available seat miles on a state-by-state basis. The

two charts, when used together, show a correlation between capacity and tickets sold. The 16 per cent shown in Washington on the validations chart indicates the percentage of tickets sold in Washington, Montana and Calgary.

## Expansion Planned in Fall Schedule Indicates System Growth

(Continued from Page 1)

States and Mexico, to resort areas in Southern California and Arizona and to some of the finest ski areas in the West," he said.

### 4 Per Cent Cut

Normally, he said, the nation's airlines cut their passenger service up to 4 per cent during this unusually slower period.

Ashton said the airline's flights between the U.S. and Mexico will increase 193 per cent over last fall's schedule and 104 per cent over the current schedule. Other increases over last year's schedule will include Canada, 100 per cent; Arizona and Idaho, 16 per cent; California and Utah, 11 per cent; and Nevada, 8 per cent. In addition, Hughes Airwest will add Saturday-only ski jets to Twin Falls, Idaho from Los Angeles and San Francisco and to Kalispell, Mont. from the Pacific Northwest.

### Mexico Service

Sundance service from Los Angeles International to Mexico will be inaugurated Oct. 29. Daily service to Mexico from the

San Francisco Bay Area will continue.

For the first time in history, Ashton said, service in the Pacific Northwest will not be cut back as usually happens during the fall

## Flying Fact and Fancy

Each year U.S. scheduled airlines spend more than \$250 million on complimentary meals served aloft.

Twelve pounds of supplies go aboard for every passenger. On the larger airlines there are as many as 10,300 pieces of silverware, dishware, trays and glasses. A Boeing 747's dozen coffeemakers in just one month of regular flying can provide enough cups of coffee for every person in a city the size of Cincinnati.

• • •

You can send your son or daughter to college for a year for what it costs for just one hour of crew training in a Boeing 747 simulator.

and winter. This is due to obtaining a bigger share of the competitive market in the region, he said.

"We expect to carry 270,000 passengers next month, throughout our system—that's up 19 per cent more than November, 1971."

### Other Highlights

Other projected highlights of the new systemwide fall schedule are:

—A longer average journey per passenger; to 357 from 323 miles.

—A 35 per cent increase in the number of competitive weekly seat miles; to 27,300,000 from 20,000,000 in 1971. Competitive jet seat miles will jump 40 per cent.

—A 31 per cent boost in total weekly revenue passenger miles; to 22,400,400 from 17,100,000.

—A total of 46,000,000 available weekly seat miles; or an increase of 25 per cent. Of this total, 85 per cent, or 39,500,000 will be by jets—the highest anticipated level in the regional airline industry.

## 'Ski Spree' Bargains Offered by Company

Hughes Airwest—the skiers' airline—will offer unique "Ski Spree" bargain packages this winter to some of the best snow in the West.

Included, in most cases, will be lodging, meals, daily ground transportation to the slopes, lift passes and other complimentary surprises.

One package even tosses in a nightly fondue party.

To help more ski buffs reach the winter resort areas, the airline will inaugurate special Saturday-only "ski jets" on Dec. 16 to the more popular resorts.

The new round-trip Saturday flights will serve the following airport cities:

— Non-stop from San Francisco to Twin Falls, Idaho.

— Direct from Los Angeles to Twin Falls, via Las Vegas and Salt Lake City.

— Direct from Seattle and Portland to Kalispell, Mont., via Spokane.

## Europe's Busiest No Match

The busiest airport in Europe—London's Heathrow Airport—would rank 44th among airports in the United States. Its 270,300 landings and takeoffs in 1970 about equaled those of Salt Lake City.



**EXTRA DUTY**—Las Vegas based hostess Fran Hamilton took on extra duties last month when she performed her flight attendant duties for Los Angeles radio station KFI. Fran and Los Angeles sales representative Larry Caramanis accompanied KFI's traffic reporter Bruce Wayne during his afternoon commuter flight. She assisted with the broadcast and got in a few good words for Hughes Airwest.

## CAB Action:

### Consolidation Means Expansion, Productivity

The Civil Aeronautics Board's decision to grant a Hughes Airwest request for route consolidation will create many new non-stop authorities for the company, **Richard A. Fitzgerald**, staff vice president of regulatory affairs, said.

The order is significant because of these important factors:

- More city to city non-stop service.
- Less circuitous routing of flights.
- Less travel time for passengers.
- More productivity for the aircraft fleet.

The CAB approved the request Sept. 14, to become effective Oct. 18. The application was filed Aug. 13, 1971.

#### **Studies Under Way**

Studies are under way to determine which of the new non-stop authorities will be placed in the schedule first, said **Terry Ashton**, senior director of planning. Only a small number will be inaugurated because most are between cities that cannot immediately support such flights, Ashton said.

The first flights to be operated under the order may be in the schedule as early as March, 1973.

"We do not want to disturb the winter

schedule as it is now planned," he said.

#### **Northwest Service**

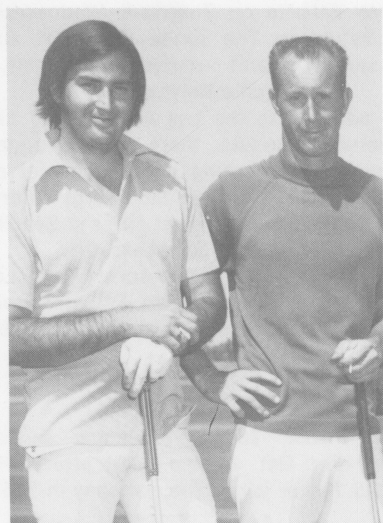
Initially, the new service will benefit passengers between Yakima, Pasco, Spokane and Boise and San Francisco, Los Angeles, Las Vegas, Phoenix and Tucson. Flights from Burbank and Santa Ana to Salt Lake City may be included later.

Hughes Airwest requested the consolidation to eliminate many restrictions placed on it by the combined 13 route authorities created when Pacific, Bonanza and West Coast merged to form Air West, Inc. in 1968.

#### **Eliminate Stops**

To illustrate one of the problems, all flights from Pasco or Yakima to San Francisco previously were required to land at Portland. Under the CAB order, those flights can now be operated non-stop.

The consolidation, however, is not a blanket authority to operate non-stop flights between any two cities on the system. No new flights will be allowed between cities in competition with other airlines. For example, a San Francisco to Boise flight would not be allowed because it would compete with United Air Lines.



**GOLFERS**—Hughes Airwest golfers finished 22nd (out of 44 teams) in the World Airline Golf Tournament held in Phoenix in September. Joe Cox (left), station agent at Apple Valley, Calif., and Capt. Phil Mickelson, Las Vegas, represented the company after winning a playoff tournament in Las Vegas in August.



**PUERTO VALLARTA** — Puerto Vallarta is the new Acapulco. It is quiet, romantic, uncrowded and away from any hint of big city life. Above is the Camino Real Hotel, one of the newest hotels in Mexico. Its beaches are a popular tourist attraction.

### EXPANDED SERVICE

## Aggressive Mexico Sales Program Launched

Hughes Airwest's flight service to Mexico has grown with each succeeding schedule. At the end of this month, there will be 13 flights a week to Mexican cities. In December, there will be 15. There not only will be more flights, there also will be more direct flights from more cities than ever before. It all adds up to more passengers. This requires more effort on the part of the company to attract these passengers. Following is a list of some of the things the company is doing to promote Mexico travel.

- Special training for telephone sales agents.
- Direct mailing of information to travel agencies and special accounts telling about our new service.
- Comparison charts and maps of Hughes Airwest service versus that of Mexicana and Aeromexico will be available to employees.
- Sales brochures on major hotels in each Hughes Airwest Mexican city will be available for telephone sales personnel for information.
- Mexico travel information in IRMA II will be updated.
- Special telephone lines will be set up for Mexico sales desks in the Los Angeles and San Francisco telephone sales offices. Travel agents and commercial accounts will receive information on this new service.
- Familiarization trips to Mexico will be held for employees working the Mexico desks.
- Spanish language classes are being conducted in San Francisco, Los Angeles

and Phoenix for telephone sales and station personnel.

- Ticket jacket stuffers will be developed and distributed in Los Angeles and Tucson.
- Travel agency seminars will be held to acquaint agents with the new service.
- Tour packages for Mexico travel will be introduced.
- New advertising selling Mexican markets will appear in the San Francisco and Los Angeles areas.
- Familiarization trips for airline personnel and travel agents from selected off-line cities will be held.
- New flight attendant announcements selling the Mexico service will be given on all flights arriving in Tucson and Los Angeles.
- The Los Angeles gate and counter areas will be decorated in a special Mexican motif.
- Follow-up mailings will be made to travel agents, further reminding them of the new flights.

## Fall Flights Doubled

(Continued from Page 1)

Tucson gateway; daily from San Francisco and San Jose, through Phoenix; and on Saturdays from cities in the Pacific Northwest.

"About 23,000 passengers, or 29 per cent of the total 1973 anticipated Mexico traffic, will originate in the San Francisco Bay Area and 22,000, or 27 per cent, will originate in Los Angeles," Sparhawk said.

### Other Markets

The balance, or about 44 per cent, will come from the carrier's other markets served through 70 airports in the eight Western states and Canada, he said.

Beginning Oct. 29, morning flights will depart Los Angeles International Airport five days a week, Friday's through Tuesdays, for Mazatlan. These jets also will serve La Paz on Tuesdays, Fridays and Sundays and Guadalajara on Mondays and Saturdays.

On Dec. 16, the carrier will add Wednesday and Thursday morning departures to the Los Angeles pattern, both serving Mazatlan and Guadalajara.

### Daily Service

The resulting schedule will give Los Angeles daily Sundance service direct to Mazatlan, and either La Paz or Guadalajara.

The airline will continue to provide daily Sundance jets to Guadalajara from San Francisco Bay Area airports, via Phoenix.

Beginning Oct. 29, daily morning jets will leave San Francisco International Airport and San Jose Municipal Airport for Guadalajara, with stops at Mazatlan on Mondays, Thursdays, Fridays and Sundays and at Puerto Vallarta on Tuesdays, Wednesdays and Saturdays. The Sunday departure also will serve Oakland International Airport.

### Pacific Northwest

In addition to the Los Angeles and San Francisco schedule, there will be a new Saturday-only morning single-plane jet direct to La Paz, Mazatlan and Puerto Vallarta from the Pacific Northwest cities of Seattle, Portland, Boise and Salt Lake City.

Northbound afternoon return jets to Los Angeles and San Jose-San Francisco will operate on the same days as the southbound flights.

## Obituaries

**Bill Fisher**, Tucson passenger service agent, died Oct. 1, of a heart attack. He was 35. Fisher joined the company in 1967.

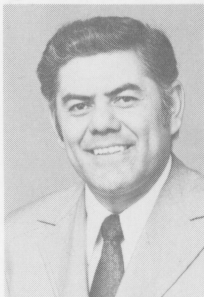
**Victor Gomez Fonseca**, porter at Mazatlan, died Sept. 30, following a short illness. He joined the company in 1968.

Gerald Madren, father of **Carol Busch**, Seattle based check hostess, died Sept. 5.

G. E. Flitton, father of **John Flitton**, manager of material scheduling, Phoenix, died Sept. 5.

## Monroy Joins Company As Mexico Assistant

Enrique Monroy of Mexico City, a 16-year veteran of the travel sales industry in Mexico, has been named assistant to Hughes Airwest's vice president and General manager-Mexico, **Raul Fernandez**.



Monroy

Monroy, 37, most recently was sales and operations manager for Volkswagen Rent in Mexico City. Before that he was associated with Hertz de Mexico, Eastman Kodak and American Airlines in various sales posts in Mexico.

He attended schools in Brownsville and San Antonio, Tex. and studied business administration at Mexico City University.

Monroy is past president of the Car Rental Association in Mexico; former president of the Executives of Transportation, Hotels and Travel Agencies in Acapulco; and a member of the Mexico Association of Travel Agents and the Mexico Association of Hotel Executives.

## Runway Construction Closes Canyon Airport

A runway construction project has closed the Grand Canyon Airport, halting all Hughes Airwest flights there for the second time this year.

The latest closure began Oct. 19 and will last for 30 days, **Kip Wharton**, senior director of stations, said.

Flights there were halted last December by the strike and were not resumed until July 1 because of a runway lengthening project.

## Financial Results

|                             | Aug. '72* | Aug. '71* |
|-----------------------------|-----------|-----------|
| Operating revenue           | \$10,504  | \$9,153   |
| Operating expense           | 9,482     | 8,591     |
| Operating profit (loss)     | 1,022     | 562       |
| Non-operating profit (loss) | (149)     | (202)     |
| Net profit (loss)           | 873       | 360       |
| Year-to-Date                |           |           |
|                             | 1972      | 1971      |
| Operating revenue           | \$57,890  | \$65,530  |
| Operating expense           | 56,283    | 66,522    |
| Operating profit (loss)     | 1,607     | (992)     |
| Non-operating profit (loss) | (1,196)   | (1,849)   |
| Net profit (loss)           | 411       | (2,841)   |

\*All data in thousands.



**PHOENIX** — These employees were honored by the company in Phoenix on completion of 25 years of service. They are (from left front) Capt. Bill Nelson, San Francisco; Capt. Jeff Hanan, Phoenix; Roy Leedon, technician, Phoenix; Del Snyder, lead technician, Phoenix; Capt. Charles Kinamon, Phoenix; Capt. Lester Ferguson, Phoenix; and John Ford, technician, Phoenix. (Back row, from left) Stanley Hultman, lead technician, Phoenix; Charles Turnbull, lead technician, Phoenix; Russel Elliott, technician, Phoenix; Capt. Exline Brown, Las Vegas; Capt. Marvin Yarnell, Las Vegas; Capt. John Surbridge, Phoenix; Capt. Bernard Schoenknecht, Las Vegas; Capt. Muryl Cole, Phoenix. Not shown, Capt. Hugh Wallace, Phoenix and John Cipollone, technician, Las Vegas. They were honored Oct. 2.

## Editorial

### Employees Noted for Diligence

(Editor's Note: Many questions are raised about the effectiveness of hijack prevention methods. There are as many opinions as there are originators of systems. The following editorial, from the Eugene Register-Guard, offers some evidence that Hughes Airwest, and its hijack prevention system, is more thorough than some others. It is likely that potential hijackers reading the editorial will have greater respect for Hughes Airwest and its employees who administer the system.)

### The ominous-looking shaving kit

Those who travel by air are understandably nervous about the possibilities of having a plane hijacked while they are aboard. Unfortunately, some of the airlines seem less concerned. A member of this newspaper's staff recently completed a cross-country trip, entailing nine boardings. He kept a diary, to wit:

Eugene, United Air Lines. Carry-on baggage searched at the gate. Shaving kit opened and searched. Inspector satisfied that a typewriter in a carry-on bag was really a typewriter.

Medford, United again. Stopped in for a telephone call. Boarded with other passengers who were not searched.

San Francisco, Delta Air Lines, object of the biggest skyjack for ransom in the history of commercial aviation. Great ceremony about going through a "magnetometer." Passengers told to stay four feet apart as they walked through. Neither the metal typewriter nor the metal camera caused any suspicion. Passenger permitted to board for Miami, a popular spot for hijackers.

Miami, Braniff International. No sign of a search, although Cuba is little more than a hundred miles away.

Dallas, Brief stop-over. Braniff again.

No search of boarding passengers.

Oklahoma City. Same as Dallas.

Wichita, Kansas, Continental Air Lines. Carry-ons searched in a cursory way.

Denver. Brief stop-over. Same as Wichita.

Portland, Hughes Airwest. Almost a skin search. Carry-on bag opened. Typewriter opened and tested to show it is in working order. Shaving kit searched. Camera bag pawed through. Inspector approves of Old Crow. Passenger invited to leave bags on far side of magnetometer and to walk through again. Passes test.

And so to Eugene.

All this is bother to the airlines personnel and some bother to the passenger, although not as bothersome as going through customs on an international flight. A stewardess on a United flight said she received only one kind of complaint. Some passengers, she said, felt they were not searched thoroughly enough. Nobody had complained to her about the indignity of it all or about the few minutes the searches took.

But why, one wonders, are United and Hughes Airwest so careful here on this coast and the other lines so relaxed about the whole thing in the shadow of Cuba?

## Los Angeles Picnic Attracts 50 Persons

More than 50 persons attended the Los Angeles area employes club picnic, held Sept. 23 at the El Segundo City Park.

**Paul Sinclair**, Palm Springs station agent, won the door prize, a 10-speed bicycle, in a drawing. Trip passes to Guadalajara were won by Steve Warner, husband of reservation agent **Barbara Warner**. **Mary Key**, also a reservation agent, won passes to Puerto Vallarta.

**Doug Hibbard**, Los Angeles station agent, and his wife won flight bags in an egg throwing contest.

## Technician Awarded Suggestion Cash

Phoenix based technician **Al Hawkins** was awarded \$25 for his suggestion to the company's employe suggestion program.

Hawkins designed a special tool used for more efficient removal of seats from the F-27 aircraft.

## Industry Briefs

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.

Of the 525 airports in the United States providing scheduled air service, 165 of them receive 95 per cent of the total service.

An average-size man can walk upright inside the fuel tanks of a Boeing 747.

American air carriers link more than 500 United States cities to more than 120 foreign nations, making it the most extensive air network in the world. More than 14,000 flights serve this network daily.

### GOING SKIING?

## Call Hughes Airwest for Snow Report

Skiers will be able to call Hughes Airwest this winter for complete reports on ski conditions at any one of the major ski areas in the West.

Beginning about Dec. 1, depending on snowfall, the company's reservation computer, IRMA II, will make the reports available through any telephone sales office or ticket counter, said **Don Ohler**, telephone sales administrator.

The report will include these items: snow depth, type of snow, date of last snow fall, number of lifts operating and the general condition of the slopes. The information will be updated daily Tuesday through Saturday.

The resorts included are: Alta, Snow Bird, Brian Head, Park City, and Park City West, Utah; Aspen and Snomass, Colo.; Banff, Whistler and Jasper, Canada; Big Mountain, Mont.; Heavenly Valley, Mammoth, Ski Bear and Squaw Valley, Calif.; Sun Valley, Idaho; Jackson Hole, Wyo.; Mt. Ashland, Ore.

## Transition

**NEW HIRES**—**G. L. Maurer**, **A.L. Lungren**, **J. J. Walden**, **J. D. Lawson**, **J. A. Jones**, **S. R. Paul**, **J. L. Fridlund**, **D. C. Fong** and **H. A. Cano**, flight attendants. **O. D. Merrill** and **J. G. Seabrock**, reliability analysts, Phoenix. **D. G. Roman**, engineering technician, Phoenix. **H. B. Myers**, senior analyst-regulatory affairs, San Mateo. **J. A. Finney**, bookkeeper, Phoenix. **T. V. Gutzweiller**, station agent, Burbank. **R. W. Matz**, cleaner, Las Vegas. **R. W. Schenberger**, technician, Los Angeles.

**PROMOTIONS** — **Burt Pedersen**, to assistant manager, customer relations, San Francisco. **Pete Conley**, to director general accounting, San Mateo. **K. W. Browning** and **J. L. Murphy** to senior programmers, Phoenix. **R. F. Randall**, to chief station agent, Medford. **D. A. Dyche**, to chief station agent, Seattle. **J. N. Otero**, to chief station agent, Las Vegas. **Rudy Krsul**, to maintenance controller, Phoenix. **Tony Naumezik**, to manager of disbursements and payroll, San Mateo.

**M. G. Donoho**, to chief station agent, San Francisco. **W. L. Hoffman**, to chief station agent, Burbank. **H. A. McGowan**, to lead technician, Phoenix.

**NEW ASSIGNMENTS** — **S. L. Graham**, to ticket agent, Los Angeles. **T. F. Ortiz**, to technician, Las Vegas. **J. C. Pointer**, **H. E. Jones**, **R. E. Hay** and **J. B. Hill**, to technicians, Phoenix.

**RETIREMENT** — **Leo Christiansen**, technician, Phoenix, after 17 years with the company.



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Ken Jensen, editor



**LATEST MODEL**—The latest model Friskem Type 3 Magnetometer was tested recently by **Carol Ewan**, San Francisco ticket agent, and **Robert Bauter**, director of security. Lights on agent's hand set indicate location of metal on passenger's body or luggage. Similar magnetometers are now in service at Hughes Airwest's busiest boarding gates.

## Hijackers Beware: New Guard On Duty

Potential hijackers have 17 new reasons for avoiding Hughes Airwest.

The reasons: Friskem Type 3 Magnetometers, the most sophisticated device of its kind.

The magnetometers have been installed at the company's busiest boarding gates. In addition, 36 Friskem Type 2 Magnetometers, already in use by the company, have been purchased and will be installed around the system. By Oct. 31, all 74 Hughes Airwest stations will have magnetometers, **Robert Bauter**, director of security, said.

The new magnetometers feature a hand-held agent set that has a human figure outlined on its face. When a passenger walks through the magnetometer position, lights on the agent set indicate the presence of metal on his body. The lights go out in order of increasing metal hardness. The last light to go out indicates the location on the passenger's body of the hardest metal. This gives the agent and law enforcement officer a starting point for a physical search for a potential weapon.

"This is a tremendous technical assistance to the agent's screening process, personality profile and carry-on luggage inspection," Bauter said.

The magnetometer is not harmful to passengers or to photographic film or magnetic tape.

## Company Employees Celebrate Service Anniversaries

These employees celebrate service anniversaries during October.

### TWENTY-FIVE YEARS

SAN FRANCISCO—**Duke Briscoe**, station manager. PHOENIX—**Capt. Hugh Wallace**.

### TWENTY YEARS

SAN FRANCISCO—**Capt. John Parsons**.

### FIFTEEN YEARS

SAN FRANCISCO—**Eric Wilson**, assistant director of stations. SEATTLE—**Jack Frimodt**, ticket agent; **Capt. Nicolas Chapman**; and **Capt. Jim Frazier**. PHOENIX—**Frank Paola**, stock clerk; **Capt. Dick Francisco**, flight instructor. LAS VEGAS—**Capt. C. B. Reese**.

### TEN YEARS

PHOENIX—**Ida Gomez Llanos**, hostess. LAKE TAHOE—**Don Rice**, station manager. ONTARIO—**Lloyd Johnson**, station agent. SAN JOSE—**Robert Elliott**, station agent. ARCATA/EUREKA—**Bill Strickland**, chief station agent.

SEATTLE—**Mike Murphy**, special assistant—

public affairs; **Carl Olander**, chief ticket agent. YAKIMA—**Charles Hiatt**, station agent. LOS ANGELES—**Don Gary**, ground service. LAS VEGAS—**H. J. Ring**, ticket agent. SANTA MARIA—**Herbert Dick**, station agent. SANTA ANA—**Robert Ferris**, station agent. SAN FRANCISCO—**Henry Sandoval**, ticket agent.

### FIVE YEARS

SEATTLE—**Capt. Alexander Evertz**; **Stephen Holmes**, **Robert Monson**, **Jerry Wolfe**, **Eugene White**, **Garold Talley** and **Tom Roche**, first officers; **Harry Kilbride**, ticket agent; **Tana Melton**, reservation agent; **G. V. Anthur**, lead technician; **Suzanne Boswell**, **Anita Bramefelt**, **Sandra Dudley**, **Cornelia Evans**, **Polly Grove**, **Kathy White** and **Lee Willis**, hostesses.

PHOENIX—**Charles Fryer**, first officer; **James Ide**, technician; **Marilyn Woods**, secretary; **Eddie Lundeen**, clerk/typist; and **Richard Mason**, station agent. SAN FRANCISCO—**Marie True** and **Bette Mock**, secretaries; **Tim Takayoshi**, reservation

agent; **Charles Dickinson**, station agent; and **Rick Aspitarte**, lead press operator.

LOS ANGELES—**Julie Scully**, reservation agent; **Gerald Brown**, technician. PALM SPRINGS—**Richard Vidlak**, station agent. PASCO—**Roger Layton**, station agent. LAS VEGAS—**Phillis Bays** and **Pat Eala**, hostesses; and **Stuart Lowe**, first officer.

Due to an oversight, some names were omitted from the list appearing in the last issue of persons celebrating service anniversaries between January and September. Those names follow:

### TWENTY YEARS

SAN FRANCISCO—**Ronald Lance**, dispatcher. KLAMATH FALLS—**Warren Taylor**, station manager. SEATTLE—**Thomas Somerville**, technician. PHOENIX—**Jack Hightower**, lead technician; **Arvil Moore**, technician.

### FIFTEEN YEARS

SAN FRANCISCO—**Joseph C. Smith** and **Charles Westphal**, technicians; **John Lesser**, chief station agent; **Gladys DeRosia**, supervisor, pass bureau. PHOENIX—**Capt. Peter Brown**; **Capt. Lyle Peterson**; **Malcolm Rinckenberger**, first officer; **John Lodwick**, engine technician; **Ray Williams**, maintenance controller; **Herb Gonsalves**, technician; **Jim Clark**, manager ground training.

LAS VEGAS—**Capt. George Shaner**; **John Burke**, chief station agent. SEATTLE—**Lewis Hawkinson**, executive assistant to the general manager; **Capt. Glen Woods**; **Arthur Holdaas** and **Charles Levi**, technicians. LEWISTON—**Jim Barrott**, station manager. LOS ANGELES—**Gordon Kulseth**, lead technician.

### TEN YEARS

FRESNO—**Regina Willmirth**, ticket agent. NORTH BEND/COOS BAY—**Bill Kime**, station agent. SAN FRANCISCO—**Roland Sollars**, assistant dispatcher; **Arthur Taylor**, staff vice president—legal; **Ida Sciarra**, junior accounting clerk.

PHOENIX—**Richard Holman**, lead technician; **Jim Partridge**, **Paul Woods**, **Dean Jensen** and **Jay Noller**, technicians; **William Dougherty**, quality control technician; **Claude Dunning**, first officer. SEATTLE—**Capt. Fred Wiseman**; **Donna Cufley**, hostess; **William Iverson**, first officer.

LOS ANGELES—**Jim Conner** and **Neal Stone**, chief station agents. LAS VEGAS—**Ferdinand Hassler**, station agent; **Vincent Gabrielli**, chief station agent. MEDFORD—**Terry Middleton**, chief station agent. SANTA MARIA—**Tom Reedy**, station manager. PORTLAND—**William Sundin** and **Alex Leibham**, station agents. YUMA—**James Petet**, chief station agent.

### FIVE YEARS

SAN FRANCISCO—**Fred Fletcher**, **Frank Polvino** and **David Orlando**, first officers; **Lolus Westbrooks** and **Janet Grace**, reservation agents; **Harry Swenson**, treasurer and controller; **Armando Diaz**, station agent; **Cheryl Eden** and **Sally Gorham**, hostesses; **Dick McKelvey**, instructor. LOS ANGELES—**Thomasine Santarosa** and **Margaret Deacon**, reservation agents; **Ken Hobe**, technician.

PHOENIX—**Gordon Deruiter**, **Louis Smith**, **Ira Hartzell**, **William Sandigo**, **Horst Schnackenberg**

(Continued Page 8)



SAN FRANCISCO—These employees were honored by the company in San Francisco on completion of 25 years of service. They are (from left front) **Richard Kastelic**, lead technician; **Fred Moulds**, cleaner; **Don Welch**, dispatcher; **John Whittemore**, dispatcher; **John Walton**, cleaner; **Curt Kolditz**, lead stock clerk; **Bob Meals**, station manager, Corvallis; **Rod Ross**, dispatcher; **Norm Conradson**, dispatcher. (Back row from left) **Capt. Dean Barnette**; **Lynn Cheshshir**, technician; **Foster Ford**, ground service; **Floyd Dunn**, technician; **Dean Castle**, technician; **Duke Briscoe**, station manager; **Wally Abrahamson**, dispatcher; **Bob Northey**, dispatcher; **Capt. Shelby Tuttle**, staff vice president, flight operations. All but Meals are based in San Francisco. They were honored Oct. 12.



SEATTLE—These employees were honored by the company in Seattle on completion of 25 years of service. They are (from left front) **Capt. John Bosko**, Seattle; **Capt. Eugene Karlberg**, Seattle; **Earl Moore**, lead technician, Seattle; **Ed LeShane**, station manager, Eugene; **Capt. Ivan Dorey**, Seattle; **Capt. Max Christman**, Seattle; and **Capt. Ken Sorgenfrei**, Seattle. (Back row from left) **Capt. Frank McDonald**, Seattle; **Capt. Don Burkhard**, Seattle; **Capt. Harold Zemp**, Seattle; **Rusty Rostad**, district sales manager, Portland; **George Griffin**, chief station agent, Lewiston; and **Capt. Don Peters**, regional flight manager, Seattle. Not shown: **Capt. Bill Appel**, Seattle; and **Milton Points**, technician, Boise.

## Fare Increase Granted

The Civil Aeronautics Board has granted U.S. airlines an across-the-board 2.7 per cent fare increase, effective Sept. 5.

All Hughes Airwest fares were increased except those in intra-Nevada, intra-California, Canadian and Mexican markets, **Hal Pedersen**, manager of tariffs, said.

The increase will boost company revenues 2.28 per cent.

## Scenic Flights Highlight Pocatello Terminal Debut

More than 600 persons — including 103 handicapped or underprivileged children — participated in special Hughes Airwest scenic flights commemorating the dedication of Pocatello, Idaho's \$825,000 airport terminal on Sept. 16.

The children and their escorts were guests of the company on the first of six flights around the Pocatello area. It was the first time many of them had been inside an airplane.

More than 500 other persons paid \$4 each for their flight in the DC-9. The flights were flown by **Capt. Al Klein**, **Capt. Glen Woods**, **Cynthia Woods**, **Cheryl Karpinsky** and **Joyce Jones**, all of Phoenix.

More than a hundred local business, civic and government officials attended the dedication ceremony. Hughes Airwest was represented by **Irving Tague**, vice president and general manager, **Russell Stephenson**, vice president of marketing, and **Don Cooper**, district marketing manager.

Tague was made an honorary member of the Pocatello Indian Tribe. He was named "Chief Sundancer" and given a full Indian headdress by local officials.

**Bill Lane** is Hughes Airwest's station manager at Pocatello. Other employees there are station agents **Terry Lowder** and **Scott McKay**. Two Twin Falls employes, station manager **Paul Shoaff** and station agent **Max Hatch**, assisted with company activities during the dedication.

## Scoreboard Hughes Airwest Traffic

|                 | Sept. '72  | Sept. '71  | % Change |
|-----------------|------------|------------|----------|
| PAX             | 272,321    | 239,548    | +13.7    |
| RPM             | 92.7 mil.  | 76.4 mil.  | +21.4    |
| ASM             | 197.5 mil. | 169.5 mil. | +16.5    |
| Load Factor     | 47%        | 45.1%      |          |
| PAX Density     | 38.1       | 34.3       | +11.1    |
| Cargo Ton Miles | 732,540    | 609,752    | +20.1    |
| Cargo Tons Brd. | 1,957      | 1,804      | + 8.5    |
| On-time         | 87.9%      | 89.5%      |          |

### Year-to-Date\*

|                 | 1972       | 1971       | % Change |
|-----------------|------------|------------|----------|
| PAX             | 1.8 mil.   | 2.1 mil.   | -17.5    |
| RPM             | 611.6 mil. | 697.1 mil. | -12.3    |
| ASM             | 1.3 bil.   | 1.6 bil.   | -15.1    |
| Load Factor     | 47.8%      | 46.3%      |          |
| PAX Density     | 39.2       | 34.3       | +14.3    |
| Cargo Ton Miles | 3.9 mil.   | 5.3 mil.   | -28.2    |
| Cargo Tons Brd. | 10,608     | 15,706     | -32.5    |
| On-time         | 85.7%      | 85.7%      |          |

\* All 1972 year-to-date data is the result of a severely restricted flight schedule caused by a three-month strike.



**NEW GRADS** — Hughes Airwest's newest flight attendants are: (front row, from left) **Andrea Lungren**, **Frank Dill**, disc jockey from radio station KNBR who pinned the class, and **Joyce Ann Jones**; (back row, from left) **Judy Lawson**, **Jewel Walden**, **Jan Lee Frilund**, **Gayle Maurer**, **Henry Cano**, **Sheila Paul** and **Debbie Fong**. They were graduated Sept. 16.

## 9 Flight Attendants Begin Airline Careers

Nine new flight attendants — including the fourth man in this category — began their airline careers with Hughes Airwest in September.

They are **Henry Cano**, South San Francisco; **Debbie Fong**, Berkeley, Calif.; **Jan Lee Frilund**, Scottsdale, Ariz.; **Joyce Ann Jones**, San Francisco; **Judy Lawson**, San Francisco; **Andrea Lungren**, Boise, Idaho; **Gayle Maurer**, Oceanside, Calif.; **Sheila**

**Paul**, Las Vegas; and **Jewel Walden**, Reno, Nev.

**Judy Lawson** was the outstanding graduate, finishing the four-week training period with the highest grade point average of her class.

**Frank Dill**, disc jockey from radio station KNBR in San Francisco, pinned the wings on the new flight attendants.

The company now has 450 attendants.

## Record September Set

(Continued from Page 1)

Passenger boardings climbed to more than 272,000 from 239,500.

The month's load factor (the percentage of seats filled) increased to 47 per cent from 45.1.

Passenger density (the average number of passengers traveling one mile) was up 11.1 per cent to 38.1 from 34.3.

Cargo ton miles were up 20.1 per cent to more than 732,500 from 609,700, while tons of cargo boarded climbed 8.5 per cent to 1,900 from 1,800.

The carrier's systemwide on-time performance, while still one of the highest in the industry, dipped slightly during September to 87.9 per cent from 89.5.

## Service Anniversaries

(Continued from Page 7)

and **Lowry Frestedt**, technicians; **Norma Hill**, **Donald Benker**, **Tom Lewis**, **Ralph Miller** and **Leonard Benson**, station agents; **Carol Clevenger**, **Dianne Lewis**, **Karen Odell** and **Laura Sturdevant**, reservation agents; **David Webb**, parts expeditor; **Joe Conlin**, stock clerk; **Sandi Stone**, hostess; **Jim Peters**, reliability analyst; **Donnie Chesnut**, cleaner.

**LAS VEGAS**—**David Windsor**, **T. C. Damman**, **Richard Baer**, **Melvin Roundy**, **John Iovinelli** and **David Stoddard**, first officers; **Joey Smith**, station agent; **Fred Austin**, technician. **SEATTLE**—**Kathy Aberge**, reservation agent; **Steven Blenner**, ticket agent; **Kenny Pfeifle**, station agent; **Sandy Harris**, **Nancee Jacoy** and **Leslie Schuck**, hostesses.

**PORTLAND**—**Donald Hilderbrand** and **Jack Van Sise**, station agents. **SALT LAKE CITY**—**Ralph Harris**, station agent. **SANTA ANA**—**James Lemelleur**, station agent. **KALISPELL**—**John Bass**, station agent. **NORTH BEND/COOS BAY**—**Thomas Rhodes**, station agent.