

## First in series:

# Campaign launched to promote Nevada cities

Hughes Airwest has launched an intensive tourist promotion campaign to fly travelers to Nevada from throughout the West.

Russell Stephenson, vice president of marketing, said the theme of the 2½-month campaign is "Escape with the Sundance Kids."

It began Feb. 12 and will cost more than \$200,000. It is the first

of a series of special campaigns to be conducted this year by the airline. (See related story, page 1.)

All 74 Hughes Airwest stations will participate in the campaign, as will the reservation centers, flight attendants and sales personnel.

"It is the first time Hughes Airwest has focused a system-  
(Continued on page 5)



**WINNING SMILES**—Judy Damman, Jan Murphy and Kathy Ryland (from left), Phoenix-based Sundance Kids, were pleasant additions to the Tucson Dean Martin Open golf tournament. Hughes Airwest was a co-sponsor of the event. Turn to page 8 for full story.

## On-time winners:

### Clock watchers take station honors

The San Francisco, Sacramento and Pullman stations were the winners of the station department's annual on-time performance trophies.

San Francisco topped the class A stations with 89 points. Portland was second with 73, followed by Phoenix, 44; Las Vegas, 41 and Seattle, 37.

Sacramento earned 82 points for class B honors. Yakima, with 56 points was second, followed by Ontario, 47; Santa Ana, 34 and Eugene, 33.

Pullman's 90 points earned it first place in the class C category. Redding had 70 points for second; Lewiston, 47; Medford, 32 and San Diego, 31.

No award was given in the class D cate-

gory. However, Olympia was recognized as being the only station on the system with no station caused delays. Mike Mayo is manager at Olympia.

The awards are based on stations' performance in handling flights within the scheduled ground time. Delays that are station caused—aircraft servicing, catering, cargo and passenger boarding and oversales—count against a station's record.

Monthly winners receive 10 points. Points are also given for second thru sixth place finishes. The station with the most points at the end of the year is the winner.

It was the second year in a row that Pullman and Sacramento have taken top honors. Portland was 1971's class A winner.

## Pleasure travel sales to be priority target for all employes in '73

Hughes Airwest has launched a major drive to attract the pleasure travel market in 1973.

A company-wide campaign began this month to increase passenger boardings to resorts in the West.

Hughes Airwest will introduce a series of special promotions designed to attract the pleasure traveler. The first began Feb. 12 for Reno and Las Vegas. (See story on page 1.)

### Special Programs

Subsequent campaigns will include ski vacation packages, convention and incentive travel, specialized tour programs and Mexico destinations.

"The marketing department will lead this drive on the pleasure market, but it will be the responsibility of every employe in the company to support it," Irving Tague, vice president and general manager, said.

### Western Travel

The importance of travel in the West was explained by Bill Lane, publisher of Sunset

(Continued on page 2)

## January traffic results reported

Hughes Airwest reported its systemwide traffic results for January, 1973 as follows:

—Available seat miles, 204,373,000.

—Total number of passengers boarded, 255,000.

—Revenue passenger miles (one passenger traveling one mile), \$94,035,000.

—Passenger density (the average number of passengers flying per mile), 37.

—Load factor (the percentage of seats filled), 46 per cent.

—Average on-time performance, 78.3 per cent.

—Cargo ton miles flown, 626,776.

—Total tons of cargo boarded, 1,706.

A meaningful comparison with the same month a year ago cannot be made because of a four-month labor dispute that severely restricted service during January, 1972. The dispute ended in mid-April, 1972.

# Pleasure travel sales to be priority target

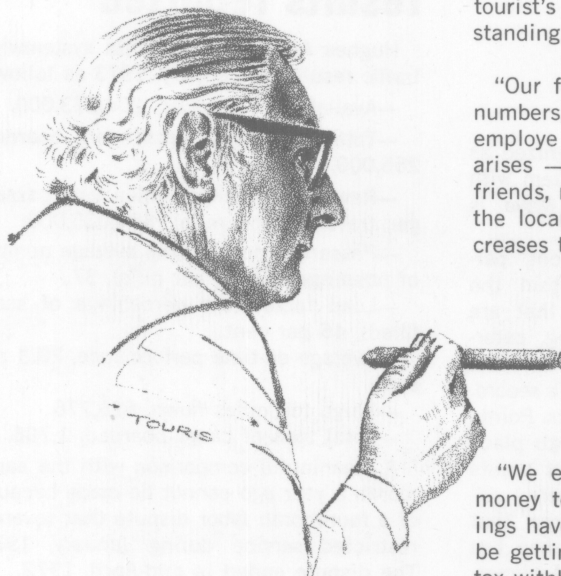
**"I believe we did a good job in 1972," Tague said. "But we're going to have to do better this year. That's why it now becomes even more important for all employees—and I mean all—to support the marketing programs to the fullest."**

(Continued from page 1)

Magazine, at a special marketing meeting in Las Vegas.

"The West is the best of all worlds," he said. "It is an area unto itself, one that is the most dynamic in the world . . . This makes it a prime area for travel." (See story on page 3.)

The company's goal is to earn \$105 million in passenger revenue, a 15 per cent increase over 1972. Revenue from charters and extra sections is expected to jump 100 per cent.



## Promotional Items

Hughes Airwest will support its pleasure market campaign with such promotional items as: a series of specialized brochures on tour packages and destinations, a new Mexico film, counter cards and posters, a new four-color route map, features stories in the Sundancer Magazine and others.

A new tour directory has been produced and distributed to sales personnel and travel agencies in the West. A DC-9 has been set aside exclusively for charter work.

## Advertising

Advertising will concentrate on pleasure destinations. Emphasis will continue to be on Mexico and the "Ride the Sun" theme. Radio and outdoor billboards will be the primary media for advertisements.

Toll-free reservations telephone numbers will be established throughout the West by the end of the year. Telephone directories are being improved to emphasize various numbers to call for reservations, air freight and charter sales. Ads will appear in some 225 directories.

## National Holidays

Selected national holidays will be celebrated with special aircraft cabin decorations and greeting cards for passengers.

"The task we face is to get people interested in traveling on Hughes Airwest," said **Russell Stephenson**, vice president of marketing.

"We have the best destinations in the world right on our system. There is no more exciting place than Mexico. San Francisco is everyone's favorite city. Los Angeles has something for everyone. Las Vegas is a tourist's delight. The Northwest is outstanding."

## Sales Force

"Our full-time sales force is limited in numbers," said Stephenson. "But if every employe participated when the opportunity arises — whether it be with neighbors, friends, relatives, organizations, or even in the local pub — then our sales force increases to 3,400."

## Money to Spend

"We expect most people to have more money to spend this year," he said. "Savings have never been higher and most will be getting money back from their income tax withholdings."

## Program Presented

The pleasure market program was presented to more than 100 persons at the annual marketing meeting at the Desert Inn in Las Vegas Jan. 23. Presentations also were made to Las Vegas-based employes and in San Mateo to department heads.

Speakers at the Las Vegas session included Oran Gragson, mayor of Las Vegas, Stephenson, Tague, Altman and Robert Goodman, director of economic development for Nevada.

## Progress Reports

Progress and goal reports were presented by: **Rick Gostyla**, system manager of marketing planning; **Dick Neal**, director of sales; **Bob Donahue**, director of charter and cargo sales; **Arch Miller**, director of telephone sales and passenger systems; **Larry Curns**, director of customer service; **Bud Donahue**, director of ground communications and **Hugh Davis**, director of advertising.

## Tague:

# 1973 profit burden dependent on sales

**Irving Tague**, general manager and vice president, told the annual marketing meeting in Las Vegas that "profits for 1973 will be totally dependent on sales."

Tague said 1972's preliminary profit of \$1.9 million mostly reflects, in large part, financial transactions such as the sale of aircraft.

"We would have had a profit anyway, but it would not have been as great without these transactions," he said.

He said the return on investment still is very small even with the \$1.9 million.

"It represents about 2.5 per cent," he said. "As you know, our credit union will pay up to six per cent and it doesn't include any risk." (A reasonable return on investment, according to the CAB, would mean the company should make a profit of about \$7 million after interest on loans is paid.)

"I believe we did a good job in 1972," Tague said. "But we're going to have to do better this year. That's why it now becomes even more important for all employees—and I mean all—to support the marketing programs to the fullest."

"We have the best destinations in the world right on our system. There is no more exciting place than Mexico. San Francisco is everyone's favorite city. Los Angeles has something for everyone. Las Vegas is a tourist's delight. The Northwest is outstanding."

**Altman:**

## Customer service is key to success



"Airline operations are like a jigsaw puzzle that comes apart every night and is put back together every morning," Ed Altman, vice president of operations, told the annual marketing meeting in Las Vegas.

"We are never really satisfied with the way we put it back together," he said. "We are always striving for more."

"We are going to expand our own inspection team to monitor customer service standards and courtesy," Altman said. "All public contact personnel are going to be receiving special training in customer service," he said. "And we are going to follow up on this."

He asked for support from company personnel to "make us aware" of problems.

"We've done it technically. We must now impress our customers in the area of service and courtesy."

**Lane:**

## The West is prime travel area

"The West is the best of all worlds," according to Bill Lane, publisher of Sunset Magazine.

"It is an area unto itself, is one of the most dynamic in the world," he said.

Lane was the keynote speaker for Hughes Airwest's annual marketing department meeting Jan. 23 at the Desert Inn, Las Vegas.

Lane stressed the uniqueness of the West by pointing out the varied ethnic backgrounds that make up the West's population: China, Mexico, Russia, Canada, France and England.

### Prime Travel Area

These backgrounds make the West a prime area for travel, he said.

"It's a blessing to be in a market where the people have a tendency and means by which to travel."

Lane told the group that a well researched idea has a better chance of public acceptance in the West than any other part of the United States.

He touched on ways by which the company could succeed in its marketing efforts.

### Quality Service

"Giving quality service is always a challenge. Hughes Airwest is not unique in that," he said. He listed what he called "the ABC's of business success."

A. Always give extra effort.

"There are so many ways to do a job better without spending a single cent. You can improve your dress or alter your personal habits. There's nothing worse than a sloppily dressed salesman calling on a client, or a public contact employe of any kind that insists on blowing cigarette smoke in the face of the customer."

B. Beware of forked tongue.

"Don't promise more than you can deliver, especially when you're the underdog."

C. Continuous self improvement.

"Do everything you can to know all about your job. The person that gets ahead is the one that continually improves. If you want something, go out and seek it. Don't wait for it to be handed to you."

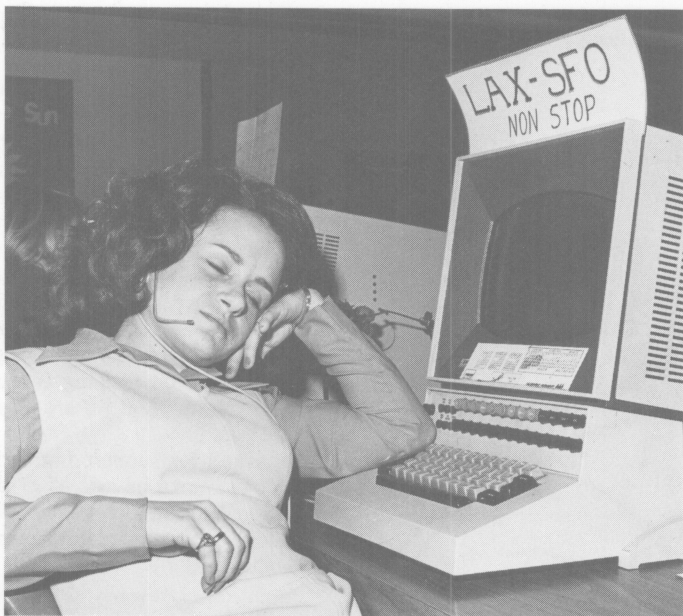
Lane cautioned the group not to rest on the company's success in 1972.

"You did well and are to be congratulated for it. But don't stop there. There's always some bases that haven't been covered; always new ways to do things and always better ways to handle customers."

"In the end," Lane said, "it comes down to people. The success of your company, or any other company, comes down to the people that work for it and how they do their job."



### Kathi Loyd needs your help to stay awake



Kathi, of Los Angeles reservations, represents our round-trip, non-stop jets between Los Angeles and San Francisco. She thinks too few fare-paying travelers know about these flights. The fare is the same as on other airlines . . . but the service is better. Pass the word around. It'll keep Kathi awake—and busy answering the phone.

## Medford head tax first in the West

The Medford Jackson County (Ore.) Airport is the first in the western United States to collect a head tax from all passengers boarding commercial flights there.

The \$2 tax began Jan. 25, **Don Kocina**, Hughes Airwest station manager, said.

The tax was recommended by the airport manager and airport commission and approved by the Jackson County Commission. The airport commission said the money would pay expenses of an armed guard at the airport to comply with new federal air security regulations and for additional emergency equipment.

County personnel will collect the tax. Hughes Airwest and United Air Lines board about 150 passengers daily at Medford.

Eugene, Ore. and Lake Tahoe, Calif. airports were scheduled to begin collecting head taxes on Feb. 15 and 16, respectively. Eugene boarding passengers will pay \$2 and those boarding at Lake Tahoe, 50 cents.

## New York charter sold

The first coast-to-coast charter sold by the New York sales office was flown Jan. 7 from Phoenix to New York City.

Ninety-five professional musicians made up the passenger list.

**Catherine DeMartin**, east coast manager of interline and agency sales, handled the transaction for the company. She and **Judi Mortillo**, New York City sales representative met the flight at Kennedy Airport.

Pilots on the trip were **Capt. Earl Lawlus** and first officer **Don Singleton**. The flight attendants were **Vangie Casillas**, **Ruth Jordan** and **Suzy Mills**. All are based in Phoenix.



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## Commuter market campaign begins

Hughes Airwest is making a concentrated, two-month push to improve traffic on non-stop flights between San Francisco and Los Angeles.

"Traffic has been disappointing," **Skip Clemmens**, manager of market planning, said. "We have to build up the market."

Clemmens said the company has major advantages for travelers not available on competing airlines.

"There is no lower fare (\$16.50 one-way) than ours. We offer either champagne or wine taster service on all non-stop flights in this market. Our flights originate beyond San Francisco, giving passengers direct or connecting flights to Northern California, Oregon and Washington."

To promote the service the company has produced such items as posters and counter cards for ticketing areas and travel agencies, ticket jacket stuffers, inflight announcements, special ads for college newspapers and business publications, direct mailing to businessmen and ads for radio, newspapers and outdoor billboards in major cities.

Sales department personnel also will be making special sales calls in San Francisco, Los Angeles and other cities.

## Have a paycheck question? Checkstubs have answers

Problems with pay or deduction records will be resolved quicker if paycheck stubs are saved.

**Tracy Hornbuckle**, supervisor of payroll, said "they offer quick proof that wages have been paid or that deductions have been taken out for items that might not have been otherwise credited."

Recorded on the stub are the employee's earnings for straight time and the rate at which overtime, if any, was paid. There is also a spot for sick and injury pay.

The following deductions are listed: state, local and federal taxes, Social Security, California State Disability Insurance, pension, various kinds of insurance, credit union, union dues, bonds, charity, uniform and pay advances.

Specially important to flight crews and uniformed personnel is the record of per diem and cleaning allowances, Hornbuckle said.

"If there is a problem, the first thing we ask is if the employe carefully checked his paycheck stub. That gives us a good starting point for a solution."

The stubs give a year-to-date total of wages paid and deductions for taxes and Social Security.

## Mexico honeymoon tour introduced

Cupid's arrow isn't the only thing finding its way to the hearts of lovers.

The industry's only "honeymoon airline to Mexico" is fast becoming a hit with the San Francisco Bay Area's just-married set looking for an exotic—but budget stretching—honeymoon south of the border.

### Honeymoon Package

Honeymoon packages for six days and five nights to one of four resort cities in western Mexico—La Paz, Puerto Vallarta, Mazatlan and Guadalajara — are being offered by Hughes Airwest.

**Juan Sparhawk**, manager of Mexico sales in the U.S., put the packages together.

Each package includes the following:

#### Phoenix Gateway

—Direct Sundance jet round-trip flight from any of the three Bay Area airports, via the Phoenix gateway.

—Deluxe room accommodations at a resort hotel.

—Special fruit basket.

—Complimentary bottle of champagne.

Some offer even more. For instance:

#### More Goodies

The honeymoon package to sunny Puerto Vallarta includes breakfast served in bed the first morning. Couples staying at the Camino Real Hotel will receive a complimentary photograph. The other hotel available in Puerto Vallarta is Posada Vallarta.

In Mazatlan, honeymooners get breakfast in bed and a bonus half-day sightseeing-shopping tour with a complimentary lunch at one of three restaurants. Newlyweds can choose between two hotels near the beach: the Mazatlan and the Camino Real.

#### Guadalajara

In Guadalajara—Mexico's second largest city and birthplace of the mariachi troubadours — a half-day sightseeing-shopping tour is tossed in.

In La Paz — world renowned deep sea fishing resort — accommodations are available only at the Los Arcos Hotel.

#### Package Prices

All-inclusive package prices start at \$517 for two without meals at Mazatlan's Camino Real Hotel. They range upward, depending on the meal plan or date of arrival, to \$605 for two without meals in Puerto Vallarta between Dec. 15 and April 14.

## Obituaries

Margaret Ross, wife of **Rod Ross**, San Francisco-based dispatcher, died Jan. 25.

• • • • •

Edward Kyllonen, father of **Harvey Kyllonen**, manager of printing, died Jan. 24.



**NEWS CONFERENCE** — Russell Stephenson, vice president of marketing (center), told a Las Vegas news conference about Hughes Airwest's drive to increase its passenger volume to Nevada. Radio, television and newspapers covered the announcement.

## Campaign launched to promote Nevada cities

(Continued from page 1)

wide, unified marketing effort on Las Vegas and Reno," Stephenson said.

### Ticket Inserts

The promotion campaign includes the use of ticket jacket inserts, prominent display of travel posters at ticket counters and at travel agencies, and ticket counter display cards.

Las Vegas and Reno discount coupon books and promotional buttons also will be distributed, along with a new Hughes Airwest tour directory for travel agents throughout the United States. The directory features special packages to the two cities.

## Fare increase is sought for California flights

An application for a 2.7 per cent increase in intra-California standard class fares has been filed with the California Public Utilities Commission.

The application was filed to bring these fares in line with interstate standard class fares. The Civil Aeronautics Board granted a 2.7 per cent increase on interstate fares in September, 1972, **Hal Pederson**, manager of tariffs, said.

A date for a public hearing has not been set.

Commuter and excursion fares will not be affected by the increase.

In addition, Stephenson said, special group fares to Nevada from destinations in Asia and Europe will be promoted in cooperation with other airlines.

Flight attendants will make special in-flight announcements about the Nevada cities aboard flights throughout the West.

Also scheduled is an intensive advertising program using radio, newspapers and roadside billboards and a special slide presentation on Nevada's attractions for civic groups and travel agents in Mexico.

Hughes Airwest operates more than 800 arrivals and departures at Reno and Las Vegas a week.

## Route testimony told

Public testimony in the reopened Las Vegas/Reno - Portland/Seattle non-stop route case was heard in Las Vegas Feb. 6.

The Civil Aeronautics Board decided to rehear the case because of the length of time since initial evidence was presented. The case originated in June, 1970.

In January, 1971, a CAB hearing officer recommended Hughes Airwest for new authority between Reno and Portland/Seattle.

Hughes Airwest and other interested airlines will present their cases before the CAB in hearings in Washington later this month.

## Three named to fill sales, station slots

Three men have been named to new positions in the stations and marketing departments. They are:

**Robert Padilla** was named regional manager of stations for Mexico. He will continue



Padilla



Arciga

as station manager at La Paz, a position he has held since joining the company in 1968.

**Richard Garn** was named station manager at Walla Walla, Wash. He had been chief station agent at Phoenix. Garn joined the company in 1959.

**Frank Arciga** joined the company as manager of Mexico sales for southern California. He came to Hughes Airwest after six years in sales and operations positions with Sitmar Cruises, Varig Airlines and Pan American World Airways.

## Company requests deletion of Apple Valley flights

Hughes Airwest has asked the Civil Aeronautics Board for approval to permanently halt flights to Apple Valley, Calif. because of the city's inability to produce enough passengers to justify scheduled airline service.

The carrier, in its application, pointed out that continued service by Hughes Airwest to Apple Valley will require more than \$196,000 in annual government subsidy, based on 3,653 boardings or deplanings at the airport during the eight-month operating period ended December, 1972.

This amounts to about \$35 a passenger, or a subsidy requirement that is "inordinately high by any comparison," said **Richard A. Fitzgerald**, staff vice president of regulatory affairs.

Apple Valley Airport is among the least productive airline cities in the United States passenger boardings.

Less than five passengers per aircraft departure boarded at Apple Valley during 1971-72, he said, and the city only has averaged slightly more than five passenger originations per day during the 27 months since the airline resumed service in September, 1970.

## We Get Letters

From an airline executive to **Jessica Finch**, Seattle reservations . . . "I am writing to express my deep appreciation for the assistance you rendered relative to my mother's recent flight from Yakima to Phoenix. Everyone did everything possible to make her trip as comfortable as it could have been under the circumstances."

From a Eugene passenger . . . "I wish to express my appreciation for the excellent service your Eugene personnel have given me these past few months. I would also like to commend **Mona Pearson** (Seattle reservations) as one who was extremely friendly, efficient and capable in assisting me."

From the father of a young traveler, who, because of weather delays and aircraft mechanical problems on a major trunk airline, arrived 23 hours late. In desperation, the father called Hughes Airwest on the outside chance the trunk airline had routed his son via Hughes Airwest from Las Vegas to Phoenix. He wrote . . . "We were fortunate to make contact with **Rod Cox** (Phoenix reservations). He was so courteous and helpful after our long day with the other airline that we were almost pathetically grateful. He checked all your records, called your office in Las Vegas, paged my son at the airport there, called the airline office in Chicago and paged my son at the airport there. It happened that all this proved fruitless, but it was carried out with such sympathy, kindness, human interest, courtesy, efficiency and intelligence that we were very impressed and profoundly grateful. The fact that your airline was in no way responsible and that Mr. Cox's efforts were in such contrast to the attitude of absolute indifference of the other airline adds to our gratitude."

From a Canadian businessman, "I want to mention that during my recent trip to Las Vegas via Los Angeles, your **Newman Theriot** was a great assistance in seeing that our onward transportation was taken care of."

From a Marysville, Calif. shoe salesman, "I would like to commend you on the exceptional service rendered us at San Francisco. Our baggage was transferred from American in record time, allowing us to proceed to Sacramento without delay."

From a Tennessee traveler, "I wish to bring to your attention the outstanding service given us by **Jack Murphy** at your Tucson ticket counter. He handled our special problem with dispatch while still giving continuous service to other passengers."

From a lady traveler who had just transferred from a trunk airline, "The stewardesses on the other airline conveyed a feeling of superiority toward the passengers. Not so with the little gal that singlehandedly served everyone on your flight. She was an absolute delight, serving quickly and efficiently."

From a nine-year-old boy, "Thank you for being nice on the jet. And tell the pilots thank you for the nice ride."

From a lady in Arizona who had problems while accompanying the casket of a loved one, "All during this time I was shown endless consideration, courtesy and attention for which I am grateful."

From an Arizona businessman inconvenienced by a weather cancelled flight, "Hats off to **Ida Gomez Llanos, Teri Dalton** and **Suzie Mills**. They were wonderful. I am pleased to tell you they are three of the most courteous, patient and understanding young ladies I have flown with."

From a Northern California couple who traveled to Guadalajara, "**Marie Shoemake** (San Francisco reservations) answered with a pleasant voice. She made all the arrangements, including setting up hotel reservations and tourist cards."

From an Oregon State University professor, commending Corvallis station agent **Frank Townsend** and Portland chief station agent **Doug Johnson** for helping him meet connections in less than 10 minutes . . . "I must commend you for what appears to be a prevailing employe attitude in this area."

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



**WINNING PHOTOGRAPH**—This picture of San Francisco was chosen top photograph of the year by the Professional Photographers of the Greater Bay Area. The original was in color. The photographer was David Zonlick, a San Francisco-based first officer. Zonlick also was awarded first and second place honors in the competition. He operates his photographic business under the name James London. He runs five studios.

## Eight stations are reclassified

Eight Hughes Airwest stations have been reclassified in accordance with their monthly average number of passenger boardings.

Moved up one notch were: Calgary to C; Kalispell to C; San Diego to B and Santa Ana to A. Dropping one place were Pullman to D; Santa Barbara to D; Walla Walla to D and Fresno to C.

Stations boarding more than 10,000 pas-

sengers monthly are class A. There are eight in this class. Class B stations board between 3,000 and 9,999. There are 14 in this class. The 13 class C stations board between 1,000 and 2,999. Class D stations board less than 999. There are 39 stations in this category.

A review of station status is made annually in accordance with the labor contract between the company and the Air Line Employees Association.

## CAB delays action on request to suspend Prescott flights

The Civil Aeronautics Board has declined to act on Hughes Airwest's request for emergency authority to suspend service at Prescott, Az.

"The CAB's staff informally advised the company that it is unable to act on the application on short notice without additional factual justification," **Richard Fitzgerald**, staff vice president of regulatory affairs, said.

Hughes Airwest made the application immediately after the Prescott City Council passed a resolution requesting that the company suspend service before the second phase of new federal security regulations became effective Feb. 6.

The council said that since it was evident Hughes Airwest was going to ask for a suspension in the future, now would be a good time so the city would save the expense of setting up the security system.

A fully documented application for suspension was filed Feb. 5.

Hughes Airwest flights will continue to serve Prescott until suspension is approved.

Passenger boardings at Prescott averaged about five per day in 1972, Fitzgerald said. The cost of operations there was \$71,000 greater than the combined total of revenue and subsidy received for flights serving Prescott.

## Heart attack fatal for Harry S. White

(EDITOR'S NOTE: News of the death of Harry S. White, former president of Pacific Air Lines, came too late for a more complete story on him in the last issue of Hughes Airwest.)

**Harry S. White**, commercial aviation pioneer and airline executive, died Jan. 9 of a heart attack. He was 63.

He is survived by his wife, Phyllis, and daughter, **Candy White**, a San Francisco-based Hughes Airwest reservation agent. White was born in Pueblo, Colo.

White's aviation career began in 1941 when he became a partner in flying schools at King City and Dos Palos, Calif. that provided initial military flight training.

After World War II he became a partner in Palo Alto Aviation (now Nystrom Aviation), a fixed-base operation that dealt in flight training, aircraft sales, maintenance and charter services.

In 1949 he joined Southwest Airways Co. (the predecessor of Pacific Air Lines) as sales manager. He was named vice president and a member of the board of directors the following year.

White left Southwest in 1953 to form Western Sky Industries in Oakland, Calif. The firm manufactured aircraft component parts.

He joined Pacific Air Lines in 1958 as a director and in 1959 was named vice president of operations. He continued to be a member of the board of directors.

White was elected president of Pacific in 1963, a position he held until 1966 when he was succeeded by Mathew McCarthy. He remained on Pacific's board of directors until 1968 when the line merged into Air West, Inc.



White

## Ski, golf bargains told

Mt. Rose Ski Resort (near Reno) is offering 50 per cent discounts on ski lift tickets and ski lessons to Hughes Airwest employees skiing Monday through Friday. Present identification card to receive discount.

The Guadalajara Hilton Hotel is offering a four-day, three-night golf and sun tour package. Cost is \$54 each for double occupancy or \$80 single. Included is hotel room, transfers, city tour, welcome cocktail and green fees for two days at the Santa Anita Golf Club. Write the Guadalajara Hilton Hotel for reservations.



## Company is co-host for Tucson tourney

Beautiful girls, Hollywood stars, professional athletes, great weather, the Sundance Kids, lots of good (and some not so good) golf were all part of the Dean Martin Tucson Open Golf Tournament Jan. 17-21.

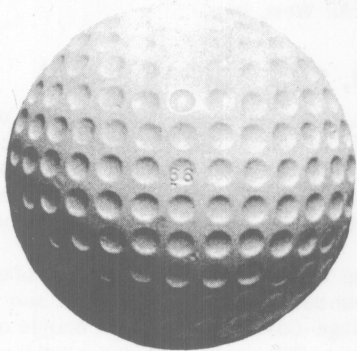
Hughes Airwest was a co-sponsor of the event.

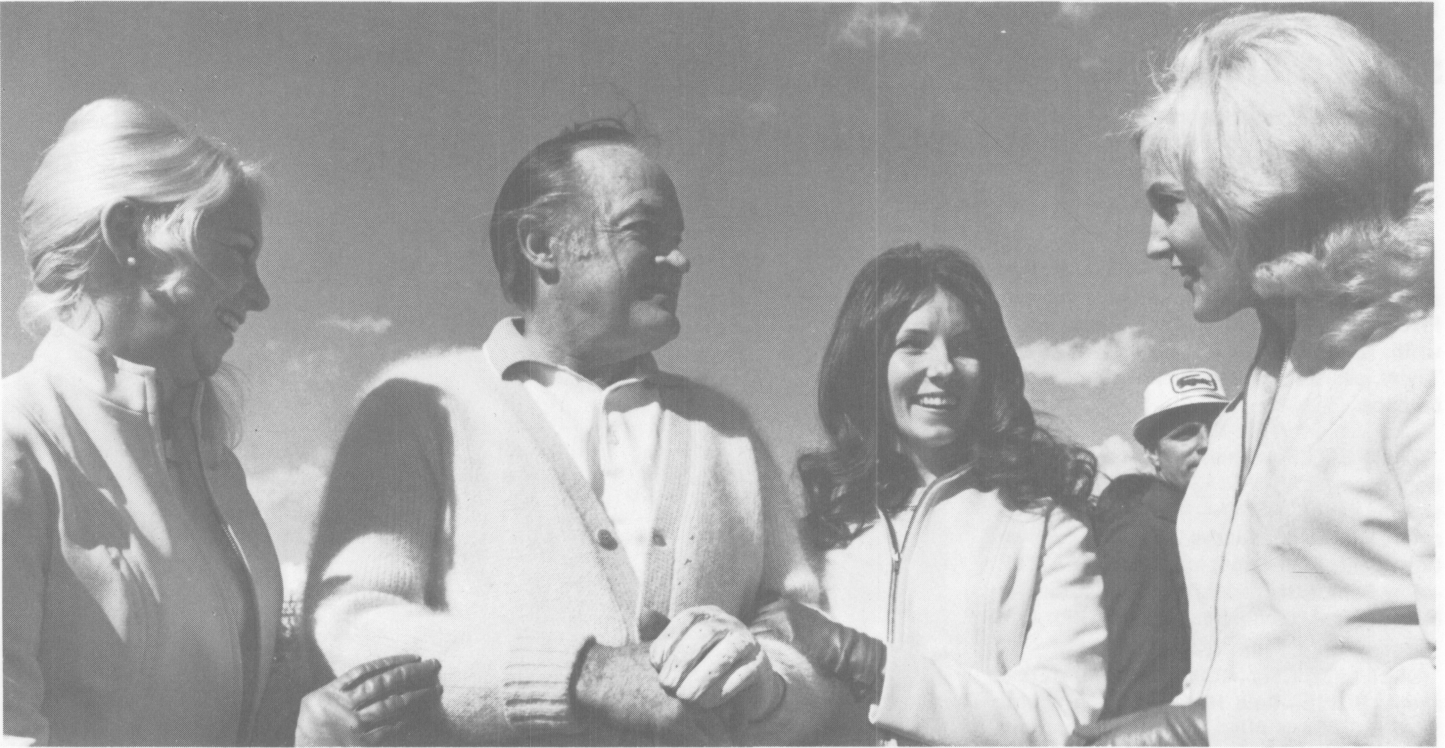
Response to the company's participation was excellent, **Tom Touris**, manager of advertising, said. Tucson station personnel manned a specially made ticket counter at the golf course. Ticket sales and flight reservation activity was brisk.

**Judy Damman**, **Jan Murphy** and **Kathy Ryland**, Sundance Kids based in Phoenix, were on hand for the opening day pro-am tournament. **Ed Altman**, vice president of operations, teamed with **John Miller**, Hughes Airwest's golf pro, singer **Andy Williams** and amateur **David Alier** of Michigan for the day's play. The team finished nine strokes under par to place 20th in the 50 team tournament.

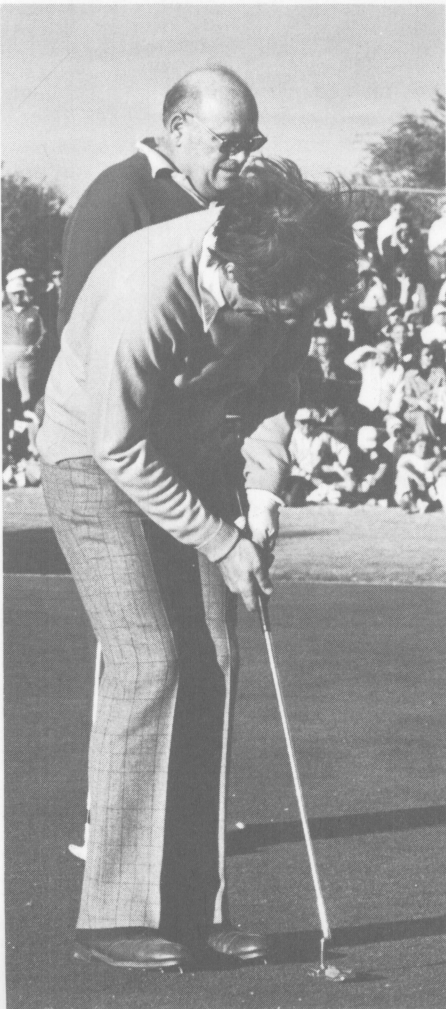
**Walt Steckline**, Tucson district sales manager, coordinated the company's activities at the tournament.

**CROWD PLEASERS** — Johnny Miller (left), Hughes Airwest's touring golf pro, paused for a moment to sign autographs for young fans. Flight attendant Judy Damman got a friendly hug from singer Andy Williams.





**STARS IN THEIR EYES** — Everywhere you looked at the Tucson Dean Martin Open there were stars. There were Sundance Kids, too. Bob Hope (top), took time to chat with (from left) Kathy Ryland, Jan Murphy and Judy Damman. Dean Martin (right), was a willing golf instructor for Judy Damman. Tucson station personnel were among the observers, below. From left are Jack Murphy, station agent, his wife, Jan, who is a Sundance Kid, and Ray Vaughn, station manager. Singer Andy Williams, left, and Ed Altman are studies of concentration as Williams putts. The team of Altman, Williams, Johnny Miller and amateur David Alier finished nine strokes under par.



## Employees celebrate service anniversaries

These employees celebrate service anniversaries with the company during February.

### TWENTY YEARS

SAN FRANCISCO—**Capt. Robert Theuer.**

### FIFTEEN YEARS

SANTA BARBARA—**Corky Wilson**, station agent. PAGE—**Paul Drew**, station manager. PHOENIX—**Hans Ritter** and **Creg Hauswirth**, technicians. LAS VEGAS — **Harold Taylor**, assistant district manager of maintenance.

### TEN YEARS

TWIN FALLS—**Charles Ward**, chief station agent. LAS VEGAS — **John Bartlett**, station agent. RENO—**Max Davis**, station agent. PHOENIX—**Gladys Wyborney**, reservation agent; **Paul Good**, instructor. SEATTLE—**Ray Dahl**, first officer. SAN FRANCISCO—**Milton Vogel**, technician.

### FIVE YEARS

SALT LAKE CITY—**Robert Jensen**, station agent. BOISE—**Dale Hogan**, station agent. SEATTLE—**Gary Allen**, ticket agent; **Jerry Gregory**, station agent; **L. H. Lindholm**, first officer.

SAN FRANCISCO—**Richard Ayers**, station agent; **A. E. Busch**, **W. R. Edwards**, **R. M. Meany** and **D. W. Tomlinson**, first officers; **Don Sherrod**, supervisor of supply; **P. J. Marey**, intermediate accounting clerk. EUREKA — **Kent Monroe**, station agent. PHOENIX—**Phillip Jones**, analyst.

## Air fare break is given Chico, Redding travelers

Round-trip fare reductions of up to 50 per cent for passengers traveling between Chico and Redding and Los Angeles have been announced by Hughes Airwest.

The Redding-Los Angeles fare was reduced to \$64.80 from \$112, a cut of 40 per cent. The Chico-Los Angeles fare was lowered to \$49.68 from \$98, a reduction of nearly 50 per cent.

"We are offering this fare to stimulate travel on Hughes Airwest between these Northern California points and Los Angeles," **Bill Gerrard**, marketing manager for the area, said.

Under the fare, return travel must be completed within 21 days of the initial departure. No stopovers are permitted. The fare became effective Feb. 5.

"Many passengers drive from Chico and Redding to Sacramento to take advantage of low intrastate air fares to Los Angeles," Gerrard said. "With this fare and Hughes Airwest's connecting flight schedule, these passengers are wasting their time driving to Sacramento."



**AT YOUR SERVICE**—Porter service at Los Angeles International Airport is on a contract basis. The porters, however, decided they would like to have Hughes Airwest identification. In coordination with the company, they designed and purchased their own uniforms. They also purchased a cart to assist incapacitated passengers. The uniforms and cart are Universe Blue with Sundance Yellow trim. The porters are (from left) Herbert Prince, Harry Hawkins Jr., Harry Hawkins Sr., Alfred Johnson, James Schultz and Willie Kennard.

## Transition

**WELCOME ABOARD**—**D. S. Angulo**, programmer, Phoenix. **Jill Persyn**, public relations representative, San Francisco. **R. C. Koenig**, intermediate accountant, San Francisco. **Carmen Aitken**, senior executive secretary, San Francisco. **D. C. Bevins**, station agent, Twin Falls. **M. A. Gallwitz**, secretary, San Francisco. **Frank Arciga**, manager of Mexico sales—Southern California, Los Angeles. **R. O. Littlejohn**, station agent, Santa Maria. **J. L. Reeded**, clerk/typist. **R. L. Fontanilla**, technician, San Francisco. **A. F. Gum** and **R. H. Benson**, cleaners, Tucson. **N. F. Cox**, cleaner, Santa Ana. **R. G. Clark**, **P. R. Simpson** and **F. R. Ludwig**, cleaners, Phoenix.

**PROMOTIONS**—**M. B. Cox**, to manager of technical support, Phoenix. **W. Stribling**, to technician, Phoenix. **D. Chestnut**, to technician, Phoenix. **Richard Garn**, to station manager, Walla Walla. **Roberto Padilla**, to regional station manager for Mexico.

**RETIRED**—**Delphy J. Lorenz**, lead technician at Las Vegas, retired Feb. 1. He joined the company in 1958.

## Traffic Scoreboard

	Jan. '73*	Jan. '72*	% Change
PAX	255,963	25,116	+915
RPM	94 mil.	9.2 mil.	+911
ASM	204.4 mil.	15.1 mil.	+1,254
Load Factor	46%	61.6%	
PAX Density	37	51.4	—28
Cargo Ton Miles	626,776	13,184	+4,654
Cargo Tons Brd.	1,706	36	+4,639
On-time	78.3%	91.4%	
<b>Year-to-Date*</b>			
	1973	1972*	% Change
PAX	255,963	25,116	+915
RPM	94 mil.	9.2 mil.	+911
ASM	204.4 mil.	15.1 mil.	+1,254
Load Factor	46%	61.6%	
PAX Density	37	51.4	—28
Cargo Ton Miles	626,776	13,184	+4,654
Cargo Tons Brd.	1,706	36	+4,639
On-time	78.3%	91.4%	

\* All January, 1972 and 1972 year-to-date data is the result of a severely restricted flight schedule caused by a 3½-month strike.