

Company tops most airlines in on-time derby

The 1972 airline industry on-time performance competition is over and Hughes Airwest finished second. Or did it?

The Civil Aeronautics Board requires airlines to report departure time data for each market served that is one of the 100 busiest city pair segments in the nation. This means a large airline, like

United, reports on a large number of city pairs. Hughes Airwest is required to report on only one segment, Los Angeles to Las Vegas.

Western was the official winner, reporting that 85.6 per cent of its flights were on-time. However, Western based its record on

(Continued on page 2)

Japanese to visit U.S. in record numbers

The West will be visited by more Japanese citizens during the next 12 months than ever before. The estimate is 400,000—mostly from Tokyo and Osaka.

Hughes Airwest will fly many of them to the nation's most popular tourist destinations.

One Japanese tour sales organization—JALPAK—has guaranteed to route a minimum of 12,000 persons on Hughes Airwest. Thousands more also will use company flights for their travels, **Norm Hansen**, system manager of group sales, said.

"About 97 per cent of the Japanese people coming to the United States purchase their tickets from a travel agency," Hansen said.

The favorite destination of the Japanese visitors is the Grand Canyon. They also like Las Vegas, Los Angeles, Disneyland, Tucson and San Francisco.

Hughes Airwest is preparing written material in Japanese to assist the travelers, most of whom do not speak English.

A search also is under way for employees who speak and read Japanese to assist when a language problem occurs. In some cases, employees will travel with the groups.

Qualified employees should contact **Jim Rylander**, manager of central seat control, San Francisco, for further information.

Golf tournament planned

The San Francisco region of the employees' club will sponsor a golf tournament April 14.

The 18-hole event will be played at Crystal Springs Golf Course in San Mateo.

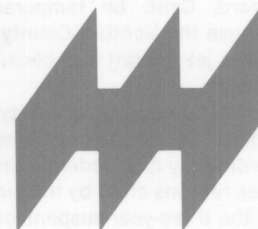
Top two low gross finishers from the San Francisco region will represent that region in a playoff to determine the company representative to the World Airline Golf Tournament.

Green fees are \$10. Contact **Harvey Kylonen**, manager of printing, for reservations.

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HUGHES AIRWEST



Vol. 5, No. 3

Hughes Air Corp.

March, 1973



INSTANT TICKET— A passenger ticket, complete with billing information, can be printed in about 12 seconds using the company's automated ticket writing procedure. **Darby Howard** (left rear) and **Shirley Gill** are using the machine to handle ticket-by-mail requests in the San Francisco reservation center. The program began March 8.

AMONG THE FIRST:

Automatic ticketing program begins

Hughes Airwest has inaugurated a computerized ticket writing program, one of the first among the regional airlines.

The first automated ticket was prepared March 13 in Redding.

This program is a progressive step for our company," said **Russell Stephenson**, vice president of marketing. "By using modern technology, our passenger service will improve and we will become more efficient."

The program will be installed at all class A and B stations (those boarding more than 3,000 monthly) by mid-year. Smaller stations may be included after an evaluation period.

Stephenson said the computerized ticket writing program will prepare more than 1 million annually. Tickets are now hand written.

The new system will be installed at San Francisco, Las Vegas and Santa Maria within the next several weeks.

About 95 per cent of the tickets issued by the company are to passengers with advance reservations, according to **Arch Miller**, director of telephone sales, who is overseeing the project.

"When a passenger makes an advance reservation, his ticket will be printed and waiting for him at the ticket counter at

(Continued on page 7)

CAB action sought at three stations

Applications have been filed with the Civil Aeronautics Board that will affect flight service to three Hughes Airwest stations.

The company asked that service to Oxnard, Calif. be temporarily suspended because the Ventura County Airport cannot handle jet aircraft and because of a decline in traffic.

Oxnard's extreme proximity to high-volume airports at Los Angeles and Burbank and inordinately high federal subsidy are among other reasons cited by the airline in requesting the three-year suspension.

Only 1,495 passengers boarded Hughes Airwest flights at Oxnard in 1972, or 1.94 per departure.

The company requested that Corvallis and Albany, Ore. be served through Eugene.

The application said Eugene's Mahlon Sweet Field is within reasonable driving time from Corvallis and Eugene. Eugene is served by six DC-9 flights daily.

Too few passengers is one of the reasons cited by Hughes Airwest for seeking approval to permanently suspend flights at Paso Robles, Calif.

Passenger boardings totaled 3,915 in 1972, or an average of 3.99 for each departure.

The decline in traffic was attributed to the proximity of the Santa Maria Public Airport.

Continued service to Paso Robles also will require more than \$108,000 in annual federal subsidy.

Traffic sets record

Last month was the best February in Hughes Airwest's history.

More than 244,000 passengers boarded Sundance flights around the system. They flew about 89,290,500 revenue passenger miles. The average number of passengers traveling one mile (passenger density) was 39.2.

More than 182,740,000 available seat miles were logged. The average load factor (percentage of seats filled) was 48.9 per cent. Average on-time performance was 81.6 per cent.

Financial Results

	Jan. '73*	Jan. '72*
Operating revenue	\$9,466	\$2,693
Operating expenses	9,890	3,058
Operating earnings (loss)	(424)	(365)
Non-operating earnings (loss)	49	(162)
Net earnings (loss)	(375)	(527)

* All data in thousands.



RELIEF SUPPLIES — Children from three Las Vegas schools helped load more than 2,000 pounds of supplies for earthquake stricken Nicaragua aboard a Hughes Airwest DC-9. The students collected the supplies at the suggestion of Hughes Airwest flight attendant Lita Brookland (far left), whose father is a native of Nicaragua. The Nevada Spanish Speaking Coalition coordinated the collection. Hughes Airwest transported the supplies at no charge to San Francisco where they were transferred to the Nicaraguan Consul.

Company is tops in on-time performance

(Continued from page 1)

47,300 flights for those segments listed on the CAB's top 100 list.

Hughes Airwest had an 84.7 per cent on-time performance, based on all 124,500 flights that operated last year.

Since airlines are proud of their performance records, it is not unlikely that operational emphasis could be placed on those markets that are reported to the CAB. A good report could then be used for publicity purposes. A flight that leaves within 15 minutes of its scheduled departure is considered on-time.

Hughes Airwest is the only airline that bases its on-time performance on every flight operated.

The other trunk airlines reported this way:

Continental, 82.3 per cent; Braniff, 77.8; United, 77.3; Northwest, 77.2; National, 76.6; Delta, 76.2; Trans World, 75.7; Eastern, 74.5; and American, 69.5.

Airline ski race planned

The 14th annual International Airline Ski Race will be held March 29-April 1 at Mt. Alyeska, Alaska. Race is open to all airline personnel. For information, write International Airline Ski Race, Anchorage Daily Times, P.O. Box 40, Anchorage, Alaska 99510.

"This kind of record is the result of remarkable performance by all employees," Ed Altman, vice president of operations, said. "And the fact that we have been consistently on time for the last three years is a further example of the cooperative efforts of Hughes Airwest's employees."

Couple up in the air, exchange lofty vows

It's not unusual for a bride and groom to have their heads in the clouds during their wedding.

And that's just what Kathy Tracy and Jim Berto of Newport Beach, Calif. did Feb. 23 when they exchanged vows at 23,000 feet aboard a Hughes Airwest DC-9 between Santa Ana and Las Vegas.

The wedding party of 11 included a Unitarian minister, matron of honor, best man and family and friends. Champagne and even a wedding cake, provided by the bride, was served to the congregation — in this case a plane load of surprised passengers.

Jerry Griffith, Santa Ana district sales manager, and chief station agent Don Willis coordinated the activities. The bride presented flight attendants Lynn Immerfal, Sylvia Karas and Linda Cooley, all of Phoenix, with necklaces for their extra effort on the flight.

Agent reacts:**Advance planning is key to non-revenue travel**

(EDITOR'S NOTE: A story about one employe's adventures as a non-revenue passenger appeared in the January issue of Hughes Airwest. Bob Klaas, chief station agent at Salt Lake City, read the story with interest and thought it appropriate to offer some suggestions about pass riding from an agent's point of view.)

by Bob Klaas

Situations similar to the one recently experienced by the Kaphan family are familiar to ticket counter and gate personnel.

Weather was a big factor in the Kaphans' plight, so there was probably little that could have been done to help. There are, however, several things a pass rider can do to help many unpleasant situations.

Preplan

Preplan your trip. Make a survey of the segments to be traveled. Check with reservations about the average seat availability on the day of the week you plan to travel. This will tell you the flight's history. If it has high load factors, select an alternate flight or routing.

Example

In Salt Lake City, for example, we see a lot of pass riders between Seattle and

Phoenix. Flight 871 frequently is full out of Salt Lake City. This means non-revenue passengers must be deplaned. These people are usually without alternate plans. They check the ticket counter and find they can connect on a flight to Phoenix through Las Vegas. The counter personnel must then rewrite the employe's ticket, taking valuable time away from paying passengers.

Know History

If there had been preplanning, the employes would have known 871's history and had their tickets written Seattle-Salt Lake City-Las Vegas-Phoenix. The information needed for preplanning is available to all employes.

Check the weather along your route. If it looks bad, delay your trip. List with reservations for all flights but don't plan on in-flight meals. If there is a shortage, surrender your meal to a pass riding child. They don't understand about meal shortages. Eat before you travel.

Advance Ticketing

Get your ticket in advance. Make reservation calls and ticket counter visits during slack periods.

Identify yourself when asked by a flight attendant or station agent.

Above all, remain calm. Have patience with counter and gate personnel who are doing their best to serve the paying passengers.

Transition

WELCOME ABOARD—**F. L. Carter**, manager of business systems design, Phoenix. **L. E. Rolfe**, ticket agent, Sun Valley. **C. E. Presley**, **C. L. Horton** and **R. D. Fulton**, station agents, Santa Ana. **A. J. Koegler**, station agent, Los Angeles. **K. M. Koenig**, junior accounting clerk, San Francisco. **L. G. Daniel**, station agent, Palm Springs. **J. M. Salcido**, **K. C. Track** and **M. Matera**, cleaners, Phoenix. **D. L. Townsend** and **E. G. Gomez**, technicians, Phoenix. **Bob Sherwood**, manager of sales analysis, San Francisco.

PROMOTIONS — **Margaret Ryan**, to manager of planning, San Francisco. **Eric Wilson**, to director of stations, San Francisco. **H. J. Parent**, to maintenance controller, Phoenix. **Capt. Kit Eastin**, to supervisor of jet flight training, Phoenix. **W. T. Wade**, to supervisor of maintenance control, Phoenix. **D. D. Brown**, to chief station agent, Kalispell. **R. J. Crofts**, to chief station agent, Phoenix. **R. D. Timmons**, to chief station agent, Phoenix. **E. R. Horton**, to chief station agent, Spokane. **C. A. Parker**, to chief station agent, Los Angeles. **John Horvat**, to stock clerk, Las Vegas. **D. L. Stoddard**, to F-27 flight instructor. **Marcia Gilbert**, to assistant manager of telephone sales, San Francisco. **Ernie Koenig**, to insurance administrator and accounting policies and procedures specialist, San Francisco.

Timm named CAB head

Robert Timm, 51, was named chairman of the Civil Aeronautics Board by President Richard Nixon.

He succeeds Secor Browne, who resigned.

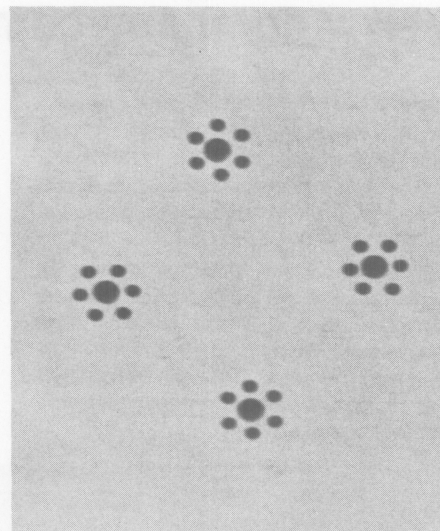
Timm joined the CAB in 1970. He is a native of Olympia, Wash. and former chairman of the Washington State Utilities and Transportation Commission.

The CAB is the chief governing body for all airline activities except flight operation, maintenance and aircraft certification items ruled by the Federal Aviation Administration.

Timm's appointment was effective Mar. 2.



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Ken Jensen, editor

What is this?

Turn to page 7 for answer.

Employe officers elected

Four regional clubs of the Hughes Airwest Employes Association have elected officers for 1973.

Bev Grear is the new president of the Los Angeles club. Other officers are: **Pat Bonner**, vice president; **Emiko Hirano**, secretary; and **Ann Bridge**, treasurer. Also selected as area representatives were: **Judy Franklin**, **Jerry Korando**, **Doug Hibbard** and **Bill Greenwood**.

Barbara Florea was elected president of the Portland club. Other officers are: **Cheryl Davidson**, vice president; **Sandy Ruff**, secretary; and **Barbara Henninger**, treasurer.

The new officers in San Francisco are: **Tom Bailey**, president; **Walt Kupper**, vice president, **Judi Allen**, secretary and **Lynne Manning**, treasurer.

Phoenix employes elected **Al Hawkins**, president; **Paul Whetley**, vice president; **Carl Olberg**, treasurer; and **Frieda Hurd**, secretary.

Seattle performance award

Seattle reservation employes earned the telephone sales department's office performance award for February. They earned the same honor in January.

The award is given monthly to the reservation office that has the lowest percentage of lost calls, the highest number of telephone calls per agent per hour, the least amount of sick leave taken and the least amount of overtime needed.

San Francisco was in second place, followed by Phoenix and Los Angeles.

MORE CAPACITY: IBM

New company computer is operational

One of the world's largest commercial computers is working for Hughes Airwest.

The new computer, an IBM model S/360-65, became operational Feb. 26 after a record setting installation time of 56 hours. It is located in the company's Phoenix computer center.

"It was important that we make the change from the old computer to the new one in the shortest possible time," **Tom Burke**, senior director of management information services, said. "Almost every facet of the company's operation depends on the computer for something."

"This machine will increase our computer processing capacity 10 to 15 times more than previous equipment," Burke said.

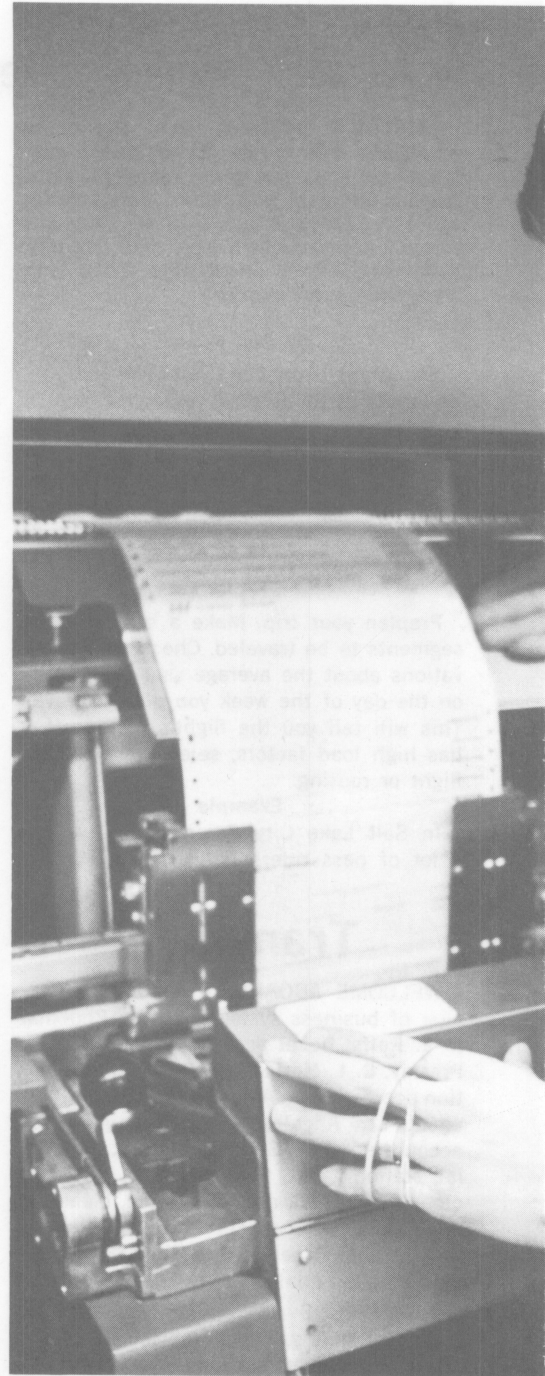
"We ran the old model an average of 16 hours a day, seven days a week. That was all it could handle. As a result, some jobs were being farmed out," he said. "The new computer will handle all the work we can give it for at least the next five years."

Some of the facts about the computer, as listed by Burke, are:

—Programs that took 16 hours to run on the old equipment will be completed in less than five.



NEW COMPUTER—The control panel of Hughes Airwest's new IBM model S/360-65 computer in the nerve center of the company's electronic data processing operation. From left are Hal Holmes, director of product development; Norm O'Donnell, director of data processing operations; and Tom Burke, senior director of management information services. Dale Nelson, computer operator, is in the foreground.



EMPLOYEE PAYCHECKS—Employee paychecks speed 200 per minute. They are monitored by Ken Morishit.

- Information storage capacity increased three times.
 - Monthly lease charges are about the same as the previous equipment.
 - No computer processing will be done outside the company.
 - Six to eight jobs will run simultaneously, compared to three on the old computer.
- Some of the work done by the computer includes:
- Computing and printing employe paychecks.
 - Storing and maintaining vacation and

We Get Letters

From an Ogden, Utah aerospace engineer commending **Mona Pearson** (Seattle reservations) for her actions in help passengers when a flight on which she flying as a non-revenue passenger was forced to overfly its destination . . . "It would have been very easy for Mrs. Pearson to ignore the situation. She did just the opposite. She took off her coat, introduced herself as a Hughes Airwest employe and provided immediate assistance. She answered questions and identified those with the most pressing needs for rerouting."

From a man and his wife travelling from Tucson to Las Vegas who made a Phoenix connection despite a delay due to weather . . . "Your supervisor at the Tucson terminal, **Melvin Ives**, did a magnificent job. He arranged a 'ramp transfer' for us. We were met by a station wagon upon our arrival in Phoenix and whisked to where our flight was waiting. Please thank him as well as your staff in Phoenix who took such good care of us."

From a woman passenger on an F-27 flight . . . "Please compliment **Fran Hern** (Seattle-based flight attendant) on her ability to do her job efficiently and portray the desire to please and serve the passengers in a pleasant manner. You had the feeling she was in complete control, that she went out of her way with a delightful smile and manner to be accommodating to all passengers, and that she loved her job."

From a woman passenger just returned from Mexico . . . "I felt as if I were a guest in a home. The three young ladies were charming and pleasant and enjoyed their work. **Helen Butler**, who spoke Spanish beautifully, was very helpful to people who did not speak English. **Cheryl Eden** and **Deborah Beach** were charming, too. This was my first Hughes Airwest flight but it won't be my last."

From a Phoenix area executive who left a pair of ski boots in the Salt Lake City terminal . . . I frantically phoned your lost and found department and was told by **Mike Elzinga** that he would check the lobby. He phoned back a few minutes later and said he had found my boots and that he would make arrangements to get them to me at the ski resort. It seems to me that Mike certainly did go out of his way to help me in my plight."

"This is the best possible computer for our needs"

of revenue from every station on the system is kept current.

- Passenger traffic records.
 - Flight records. Continuous time keeping is maintained for flight crews and aircraft.
 - All company financial records. The computer literally keeps the company's checkbook in balance.
- Passenger reservations will be included in the computer in 1976. These are now handled by Mutual Computer Services, Los Angeles.

"We were able to get the new computer operational in such short time because we began planning in November," Burke said.

Normal time for switching such computers is five to seven days, according to IBM personnel.

Since November, Hughes Airwest computer programmers and system designers have converted more than 800 existing programs, in addition to working on new systems.

"This is the best possible computer for our needs," Burke said. "However, because it is just a machine, it is only as good as the people that run it."

Burke supervised the computer switch-over. Working with him were **Norm O'Donnell**, **Hal Holmes**, **Darrell Waite**, **Frank**

Carter, **Bruce Cox**, **Terry O'Donnell** and **Bob Foresman**.

Bruce Cox, manager of technical support and a former IBM employe, listed some gee-whizz facts about the computer.

—Information from the equivalent of 1,600 200-page novels can be stored for immediate access in the computer at one time.

—Any word from any line in any of those books can be found in about 35 one-millionths of a second. Printing the information takes a little longer.

—The computer can read 1.6 books in one second. A book can be printed in about four minutes.

—It takes 26 feet of magnetic tape to store one book. The company has the capacity to store the equivalent of more than 27,000 books on tape.

—The computer can add 2.3 million numbers to 2.3 million other numbers in about one second.

—The computer will print 2,200 lines per minute. (If all employe paychecks were run at the same time, it would take about 13 minutes.)

—It takes 65 nanoseconds to cycle information in the computer. (A nanosecond is to one normal second as one normal second is to 31 years.)



through the computer's printer at more than a computer operator.

sick leave records. More than 7,000 entries are made annually in employe records.

—Keeping track of the location and condition of every item in the company's equipment inventory. There are more than one million aircraft parts alone. Inventory on these items is updated daily. There also are more than 20,000 non-aircraft items, such as tables, desks, automobiles and typewriters in the inventory.

—Maintenance cost data.

—Sales quota information. The number of salesmen contacts made and the amount

APPOINTMENTS:**Nine named to new management posts**

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

Robert Sherwood joined the company in the newly created position of manager of sales analysis in the marketing planning department. Most recently he was with an aviation consulting firm in Philadelphia.



Sherwood



Gilbert

Prior to that he spent 23 years with Mohawk Airlines in various management positions, including assistant vice president of regulatory affairs, director of statistics, director of scheduling and economic planning, assistant to the vice president of operations and dispatcher. Sherwood was graduated from New York University. He is based in San Francisco.

Marcia Gilbert was named assistant manager of telephone sales in San Francisco. She joined the company in 1964 and has worked as a reservation agent and chief agent and in the pass bureau.

Ernie Koenig was appointed insurance administrator in the finance department.



Wilson



Carter

He joined the company in 1972 as computer systems planner. He will assume the insurance duties in addition to his job as accounting policies and procedures specialist. He is based in San Francisco.

Eric Wilson was named director of stations, based in San Francisco. As such he will supervise a department of about 950 station personnel. Wilson is a 16-year veteran of the airline industry, having worked in various sales and station positions. He joined the company as a reservations and ticket agent at San Francisco.

Frank L. Carter joined the company in the newly created position of manager of

business systems designs. He brings 14 years experience in various management positions in computer system design, production control and automated information systems. For Hughes Airwest he will plan computer systems applications for individual departments. He is based in Phoenix.

Margaret Ryan became manager of planning, based in San Francisco. She has been with the company since 1966 and has worked as secretary, executive secretary and most recently as administrative assistant in the planning department.

Henry Parent was promoted to maintenance controller in Phoenix. He joined the company in 1961 as a mechanic. He was an Idaho Falls-based technician at the time of his appointment.

Bill Wade was appointed supervisor of maintenance control in Phoenix. He joined



Ryan



Wade

the company in 1966 as a mechanic. He moved to Phoenix in 1968 as a mechanic and later that year became a maintenance controller.

Capt. Kit Eastin was named supervisor of jet flight training based in Phoenix. He joined the company in 1959 and has worked as a line pilot and flight instructor.

CAB approves aid pact

The Civil Aeronautics Board has approved an airline industry request for continued financial aid to any carrier struck by a labor union.

The decision allows continuation of the so-called mutual aid pact whereby a struck airline may receive from 35 to 50 per cent of its normal operating costs. The payments would be from other pact-member carriers that benefit from diversion of passengers.

The CAB also said regional airlines may continue to belong to the pact.

Member airlines are Hughes Airwest, Frontier, North Central, Ozark, Piedmont and Texas International, American, Braniff, Continental, Eastern, National, Northwest, Pan American, Trans World, United and Western.

Employees celebrate service anniversaries

These employees celebrate service anniversaries in March.

TWENTY YEARS

LAS VEGAS—**John Horvat**, stock clerk. SAN FRANCISCO—**Duane Siggins**, assistant dispatcher. BOISE—**Bob Haskin** and **Gary Hoopes**, chief station agents.

FIFTEEN YEARS

SAN FRANCISCO—**George Galvin**, director of public affairs; **Ron Gilmore**, district sales manager; **Ann Opperman**, reservation agent; **Capt. Brian Malm**. PHOENIX—**Roy Lecker**, director of avionics maintenance; **Capt. Ray Smallwood**. LAS VEGAS—**John Hall**, first officer. ONTARIO—**Darwood Hiler**, chief station agent.

TEN YEARS

CHICO—**Don Vaughan**, station manager. NORTH BEND—**James Dean**, station agent. SPOKANE—**Ed Evans**, station agent. PASCO—**Bill Hoffman**, chief station agent; **Winn Olson**, technician. MONTEREY—**Les Morrow**, station agent.

PORTLAND—**Ralph Masters** and **Hubert Meggs**, station agents. PHOENIX—**Capt. Gilbert Lopez**; **Melvin Mason**, lead technician. SEATTLE—**Ed Widner**, cleaner; **Elior Sherman**, technician. LAS VEGAS—**Jesse Harris**, ground serviceman.

FIVE YEARS

LAS VEGAS—**Colleen Bonneville**, ticket agent; **John Guesman**, **Richard Henrie** and **Fred Seifert**, station agents; **Virginia Collins**, flight attendant. PHOENIX—**Robert Morando**, ticket agent; **John Padgett**, station agent; **Brenda Corey**, flight attendant; **George Willison**, stock clerk; **Terry Mangold**, technician; **John Cano**, lead technician; and **Ken Owens**, manager of surplus sales.

TUCSON—**Tom Purpus** and **Arnold Sheffield**, station agents. YUMA—**Mark Strussenberg**, station agent. TWIN FALLS—**Lee Boyle**, station agent. SAN FRANCISCO—**Sharon Sirimarco**, flight attendant; **Norma Corbell**, secretary; **Fred Chinn** and **Wilma Wood**, reservation agents; **Linda Teldeschi**, intermediate accounting clerk.

New Montana flights asked

An application for authority to operate non-stop flights between Great Falls, Mont. and San Francisco and between Great Falls and Los Angeles has been filed by Hughes Airwest with the Civil Aeronautics Board.

Northwest and Western have filed similar applications.

Hughes Airwest presently has a restriction that requires two intermediate stops between Great Falls and the California cities. The application requests that the restriction be eliminated.

What is this?



SENSOR—The symmetrical series of dots on page 5 is not modern art or a new psychological testing device. They are static ports—small holes that sense and relay atmospheric pressure information to aircraft instruments. They are shown slightly smaller than actual size. Static ports are found on all aircraft in one form or another. These are found on both sides of the lower forward part of the DC-9 (above). The atmospheric pressure information is fed into the Air Data Computer in the DC-9. Here it is combined with data from other sources and converted into readable measurements on the cockpit instrument panel. The static ports provide data for the pressure altimeter, verticle speed indicator and automatic pilot. Subsequent information is sent to the flight recorder in the tail of the aircraft. Static ports are checked by the pilot on every pre-flight walk-around inspection to insure they are free of dirt and moisture. Blockage of the ports could cause inaccurate readings.

Travel bargains

Aloha Airlines is offering a series of tours of the Hawaiian Islands that begin at \$31 per person in double occupancy. Tours include hotel and sightseeing and some extras. Meals and air fare are extra. Traveler can pick his favorite island or a combination of islands to visit. Write Aloha Airlines Interline Tour Department, P. O. Box 9038, Honolulu, Hawaii for more information.

Simba Safaris is offering a tour to Ethiopia and an East African safari beginning in Nairobi. The five-day Ethiopian tour costs \$129. The seven-day safari is \$229. Both tours may be extended. Write Beverly Kitek, Simba Safaris Ltd., 44 South Main St., Nazareth, Penn. 18064.

Passengers offered TWA tandem flights

"Tandem" jet air service from Sacramento to major cities in the East is being offered by Hughes Airwest and Trans World Airlines.

Through a cooperative promotional effort by the two carriers, travelers are being encouraged to fly from Sacramento on a Hughes Airwest Sundance jet and make a direct connection in San Francisco with non-stop TWA 747 jets to New York and Washington, D.C.

Same Fare

"The fare East from Sacramento through the San Francisco gateway is the same as for flights East direct from Sacramento," said Jim Garvin, Hughes Airwest interline marketing manager in San Francisco.

"We are encouraging Sacramento passengers to enjoy a combination of Sundance and Ambassador service to the East. We will check passengers' baggage through to TWA at the Hughes Airwest ticket counter in Sacramento," he said, "thus eliminating the need for any baggage handling in San Francisco."

Morning Flight

Hughes Airwest's early morning daily Sundance jet departure from Sacramento connects at San Francisco International Airport with a TWA jet that arrives in Washington in the late afternoon and with a TWA jet that arrives at New York's John F. Kennedy Airport also in the late afternoon.

Automated ticketing program begins

(Continued from page 1)

least three hours before flight time," Miller said.

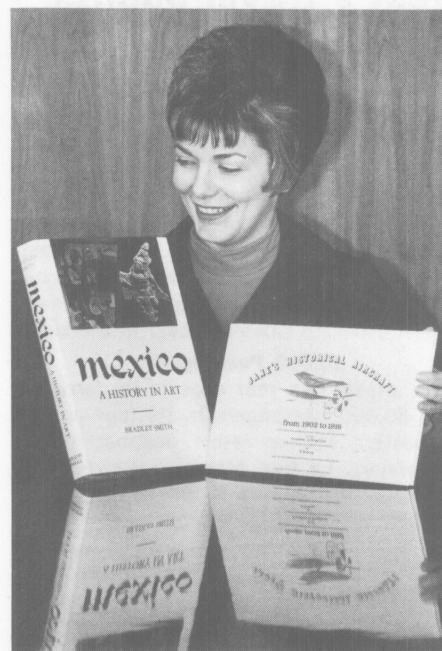
He said automatic ticketing will speed up passenger lines at ticket counters and free station agents to spend more time on other passenger needs.

Passengers that walk up to a counter without a reservation will have their tickets prepared by hand.

Modifications

The automated ticketing program will require minor mechanical modifications to existing DMC 201 teletypewriter sets located at the stations. These machines print the tickets. It takes about 12 seconds to print one ticket. New DMC 201s will be installed at class A stations to handle automatic ticketing exclusively.

When a passenger calls for a reservation, a telephone sales agent will record the necessary information with IRMA, the company's reservation computer. At the appropriate time, an agent will direct IRMA to transmit that information to the DMC teletypewriter at the pickup station that will



BOOK SALE—Jan Bontrager, intermediate accounting clerk, looks over books that are being offered for sale by the Employees' Club. Mexico—A History in Art, is being sold for \$8. Janes Historical Aircraft From 1902 to 1916 is \$6. Send your check, made out to Hughes Airwest Employees Association, to Candy Bidman, San Francisco Data Processing. Books will be mailed to your home address. Be sure to include zip code.

print the ticket. IRMA also will automatically compute the fare.

A credit card voucher is included in the ticket form if needed. Only the passenger's credit card impression and signature are needed to make the voucher valid.

Prelude

As a prelude to the new program, automatic ticketing was installed at the San Francisco reservation center March 8 to handle all company ticket-by-mail (TBM) activities. These previously were handled at city ticket offices throughout the system.

The TBM procedure is similar to the computerized ticketing process at the stations. The reservation agent will set a date for mailing the ticket. On that date, the TBM agent recalls from IRMA all information for tickets to be printed that day. When the tickets are printed, the fare also is computed and a charge invoice is prepared—all automatically.

Ozark Airlines—the only other regional carrier to have such a system—began its automatic ticketing program on a limited basis in January. Most trunk airlines have similar programs.

West's travel agents zeroing in on Mexico

Travel agencies are focusing more attention on Mexico resort cities than ever before.

"Requests for travel information on Mexico are on the upswing because more air travelers from the Western United States fly there than to any other foreign destination," said **Juan Alvarado Sparhawk**, Hughes Airwest's Mexico sales manager in the U.S.

80,000 Passengers

The airline this year expects to carry at least 80,000 passengers to its four popular western Mexico resort destinations — Guadalajara, La Paz, Mazatlan and Puerto Vallarta. This represents a 116 per cent increase over 1972.

In order to keep travel agents better informed, the company co-sponsored Mexico seminars that were attended by more than 1,000 travel agents in major U.S. population centers.

Hughes Airwest sales personnel participated in some 20 familiarization tours during 1972 that took nearly 400 travel agents to the resort cities.

Tour Package

In addition to the seminars and tours, the company last year offered 28 Mexican package tours to bargain hunting vacationers, through travel agents. Seven will be added in 1973.

Special promotional mailings to more than 2,400 travel agents throughout the West, displays and formal slide presentations also are being used to educate travel agents and tour conductors on the virtues of travel to Mexico.

Hughes Airwest operates 15 flights a week to Mexico. They include daily jets from the San Francisco Bay Area, via the Phoenix gateway, and from Los Angeles, via Tucson.

Company hosts ATA meet

More than 100 maintenance production control personnel from the world's airlines will attend the annual meeting of the Air Transport Association's production planning and control subcommittee April 3-5 in Phoenix.

Hughes Airwest will host the meeting. **Tom Meushaw**, director of production control, is chairman of the subcommittee.

The technical session will deal with planning, scheduling and forecasting of maintenance programs and manpower utilization.

Tom Burke, senior director of management information service, will give a demonstration of Hughes Airwest's new maintenance data collection system.



THE GRADUATES — Hughes Airwest's newest flight attendants are: (from left front) Marcia Middaugh, Marlene Yee, Carol Hjerpe, Clara Alcazar, Tina Bovine, Ruthie Medina and Susan Ballinger. (Back row from left) Arlene Brown, Linda Gigstad, Peggy Snyder, Jim Bremner, Steve Kramer, Stephen Lakatos, Jan Maggi and Linda McCray.

SUNDANCE KIDS:

15 flight attendants begin careers

Hughes Airwest has graduated a class of 15 into its ranks as "Sundance Kids."

The new flight attendants, including three stewards, received gold wings and diplomas in ceremonies Feb. 16 in San Francisco.

Principal speaker was Charles D. Sciaroni, president of The Haley Corporation of San Francisco, one of the world's largest travel services.

Importance

Sciaroni emphasized the importance of the airline industry's flight attendants to the travel agency business.

"The impression you make on an airline passenger is a lasting one," he said, "and it determines whether or not he returns to fly with you again. Never forget the importance of customer relations."

He also likened the role of a flight attendant to that of an athlete.

Maximum Effort

"You have to get up early and carry out your in-flight duties regardless of how you feel. Your effort has to be maximum to be effective," he said.

The class' outstanding graduate was **Steve Kramer** of San Marino, Calif. whose 99.2 per cent academic record was the

Hijack agreement reached

A five year agreement between the United States and Cuba providing for extradition of hijackers has been signed.

The agreement calls for the return of any person that "seizes, removes, appropriates or diverts from its normal course or activities" any aircraft or ship registered to either nation.

second highest ever achieved in the airline's flight attendant training school.

Following are the graduates listed by hometown: (from California) **Stephen Lakatos**, Belmont; **Linda McCray**, Foster City; **Jim Bremner**, Healdsburg; **Marcia Middaugh**, Hillsborough; **Jan Maggi**, Los Gatos; **Linda Gigstad**, Lynwood; **Carol Hjerpe**, Mountain View; **Marlene Yee**, San Carlos; **Ruthie Medina** and **Clara Alcazar**, San Jose; **Susan Ballinger**, San Leandro; **Steve Kramer**, San Marino; and **Peggy Snyder**, Santa Rosa. Others are **Tina Bovine**, Scottsdale, Ariz. and **Arlene Brown**, Las Vegas.

Traffic Scoreboard

	Feb. '73	Feb. '72*	% Change
PAX	244,162	42,408	+475
RPM	89.2 mil.	15.1 mil.	+491
ASM	182.7 mil.	28.6 mil.	+540
Load Factor	48.9%	52.9%	
PAX Density	39.2	49.3	-20.5
Cargo Ton Miles	580,992	38,166	+1,422
Cargo Tons Brd.	1,556	109	+1,327
On-time	81.6%	84.3%	

Year-to-Date*

	1973	1972*	% Change
PAX	499,125	67,524	+639
RPM	183.4 mil.	24.3 mil.	+651
ASM	387.2 mil.	43.8 mil.	+787
Load Factor	47.4%	55.9%	
PAX Density	38	50.1	-24.2
Cargo Ton Miles	1.3 mil.	51,350	+2,252
Cargo Tons Brd.	3,262	145	+2,149
On-time	79.9%	86.6%	

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