

HUGHES AIRWEST

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Hughes Air Corp.

October, 1973

Hughes Airwest to inaugurate Edmonton flights

*Jets from Spokane seen
as first of five segments*

See map on page 3

Hughes Airwest will be the first American carrier to provide direct air service between the Western U.S. and Edmonton, Canada when it inaugurates twice-daily round-trip jets from Spokane.

The flights could begin within 90 days of the signing of impending Canadian-U.S. bilateral air agreements, said Russell V. Stephenson, vice president of marketing.

Final agreement on the bilateral—and subsequent signing by both countries—is expected by the end of November, pending settlement of issues pertaining to trans-border charter operations.

Meanwhile, in anticipation of the signing, Hughes Airwest has filed an application with the Civil Aeronautics Board seeking five new route segments.

Coterminal Points

Calgary and Edmonton, capital of Alberta Province, are designated as coterminal points in three segments. This means that Sundance flights could fly nonstop to Calgary, nonstop to Edmonton or through Calgary to Edmonton. Hughes Airwest would be restricted from carrying local passengers between Calgary and Edmonton.

Edmonton nonstop service from Spokane and other U.S. cities in the CAB application will depend on future traffic demands, Stephenson said.

The five routes in the application are:

- Spokane to Edmonton.
- Spokane to Vancouver.
- Las Vegas to Calgary/Edmonton.
- Los Angeles to Calgary/Edmonton.
- San Francisco to Calgary/Edmonton.

Spring Service Seen

Stephenson said Hughes Airwest could be flying into Edmonton by the April 28 schedule. He based his prediction on the assumption that the bilaterals will be successfully concluded and signed by the end of November.

He expressed confidence that the Spokane-Edmonton segment in the CAB application would be approved quickly because "that service will not be in competition with another carrier" and because Edmonton is "merely an extension of our current route from Spokane to Calgary."

(Continued on page 3)



OPEN HOUSE—Admiring 33 Sundance jet models, which represent the company's DC-9 fleet and that were on display on the board room during last month's employe open house at the company's new international headquarters in San Mateo, were (from left) Michael, 4; Ana Maria, 6; and their parents Ted and Angela Jurgensen. Angela is in cargo accounting. (More open house photos on pages 4 and 5.)

New Sundance look literally sweeping across the West

Hughes Airwest's new look is sweeping across the West . . . literally.

So far four stations have the new logo and multi-color paint scheme on the wall behind the passenger ticket counter. They are Phoenix, Las Vegas, Los Angeles and San Francisco.

Salt Lake City is scheduled for the face-lift next. Portland, Seattle and Santa Ana should have theirs by the end of the year.

Spokane will be decked out in new colors by the time the Expo '74 World's Fair opens next May.

Tucson and Monterey are scheduled for the decor when new terminal facilities are completed in those cities.

The design features a Sundance Yellow corporate mark from which flow bands of oranges, reds, lavenders and Universe Blue.

Passenger miles gain 8 per cent during September

Miles flown by Hughes Airwest's fare-paying passengers last month gained 8.1 per cent over September, 1972.

Other significant performance increases for the month included systemwide on-time average, load factor (percentage of seats filled) and passenger density (the average number of passengers flying per mile).

Revenue passenger miles (RPMs) totaled more than 100,259,900, compared with 92,772,140 in the similar month a year ago.

The load factor rose to 50.7 from 47 per cent.

Passenger density increased 6.6 per cent to 40.6 from 38.1.

On-time average climbed to 89.9 per cent from 88.9.

Available seat miles remained about the same at nearly 197,606,300, compared with 197,534,200.

Passenger boardings at the carrier's airport stations throughout the Western U.S., Canada and Mexico dipped slightly during the month to 272,000 from 272,300.

Cargo ton miles (one ton of cargo traveling one mile) decreased 12.6 per cent to 639,900 from 732,500, while total tons of cargo boarded throughout the system dipped 13.2 per cent to 1,698 from 1,957.



CURVY COMMODORE — Blonde, blue-eyed Judy Krueger (above), Las Vegas-based Hughes Airwest stewardess, reigned as honorary commodore this month at the Hobie Cat 14 Nationals at Lake Havasu, annual regatta for sailors from the Atlantic Coast to Hawaii. Judy has been flying for the company since 1970 and frequently is aboard Sundance flights that serve Lake Havasu City from Los Angeles and Las Vegas.

Expanded fall schedule has increased service, new nonstop segments

Hughes Airwest will increase passenger service along several key arteries and operate some new nonstop segments when it launches its expanded fall schedule Oct. 28.

Systemwide daily capacity (passengers and cargo) will be increased 8 per cent over a year ago, while competitive jet seat miles will amount to 46 per cent of the total aircraft miles flown.

Over-all jet operations will be increased to 87 per cent of the systemwide total.

Miles flown by fare-paying passengers are expected to total 104,000,000, or 15 per cent over last fall's level.

Terry Ashton, staff vice president-planning, predicts a lengthening of the average passenger journey to 381 miles as a result of the new seasonal schedule. This is 26.3 miles more than a year ago.

Among new or improved segments that will be in the fall schedule are:

- New Seattle to Las Vegas service, via Boise.
- First-time nonstop jet service between Boise and Las Vegas.
- Increased jet frequencies between California cities and Medford/Eugene/Pasco.
- New nonstop flights between San Francisco and Medford.
- New one-stop jets between Los Angeles and Medford and single-plane service between Los Angeles and Eugene.
- An additional 21 weekly departures between Phoenix and Las Vegas, bringing the total number of weekly departures in both directions to 95.
- A seasonal increase in jet service between Las Vegas and Palm Springs.
- A third nonstop daily jet between Los Angeles and San Francisco.

Hughes Airwest currently serves its 66 airport cities with a fleet of 44 aircraft, including 23 DC-9 jets.

TRAFFIC SCOREBOARD

	Oct., '73	Oct., '72	% Change
PAX	272,089	272,321	(0.1)
RPM	100.2 mil.	92.8 mil.	+8.1
ASM	197.7 mil.	197.5 mil.	
Load Factor	50.7%	47.0%	
PAX density	40.6	38.1	+6.6
Cargo ton miles	639,881	732,540	(12.6)
Cargo tons brd.	1,698	1,957	(13.2)
On-time	89.9%	88.9%	

	Year-to-Date		% Change
	1973	1972*	
PAX	2.5 mil.	1.8 mil.	+41.2
RPM	931.8 mil.	611.5 mil.	+52.4
ASM	1.8 bil.	1.2 bil.	+42.7
Load Factor	51.0%	47.8%	
PAX density	41.0	39.2	+4.6
Cargo ton miles	5.8 mil.	3.8 mil.	+49.1
Cargo tons brd.	15,205	10,608	+43.3
On-time	85.9%	85.8%	

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

New guaranteed-delivery freight service offered

A new guaranteed-delivery freight service for small packages—called Rapid Package Service—is being offered by Hughes Airwest between any of the cities it flies to in the West.

It carries the company's guarantee that packages will be shipped on the flight designated by the shipper or half the shipping fare will be refunded, said **Robert Donahue**, director of cargo sales and administration.

The total cost for this service is \$20 for each one-package shipment, which may not exceed 50 pounds or measure in

length, width and height a total of more than 90 inches.

The package must be delivered to any Hughes Airwest airport ticket counter at least 30 minutes before the scheduled departure time to insure it is boarded on the selected flight. It will be placed in a special shipping bag and tagged for expedited handling along its route.

The receiver, when advised of the flight number, receipt number and arrival time by the shipper, may retrieve the package at the other end within 30 minutes of the flight's arrival.

Edmonton flights to begin in spring

(Continued from page 1)

Stephenson; Kip Wharton, staff vice president of stations/traffic; and Mike Murphy, regional director of public affairs, visited Edmonton earlier this month to discuss the airline's service.

Stephenson told civil leaders that Edmonton would get new direct one-plane or one-plane connecting service through the Spokane hub to such U.S. cities as Las Vegas, Phoenix, Tucson, Salt Lake City, Boise, San Diego and to airports in the Los Angeles basin.

Air Extension Likely

"We're delighted that Edmonton is likely to be an air extension of our 13-year-old route into Canada," he said, "hopefully within the next five months."

Wharton said the airline would be operating a minimum of two round-trip flights a day and would have a work force of at least 12 Canadians to man its Edmonton operation.

Edmontonians are equally enthusiastic about Hughes Airwest's long-awaited entry into their city of more than 460,000 residents.

"We've been blocked off from traveling to a country that's been our biggest trading partner," said Leo LeClerc, coordinator of the City of Edmonton's business development department and a local aviation leader.

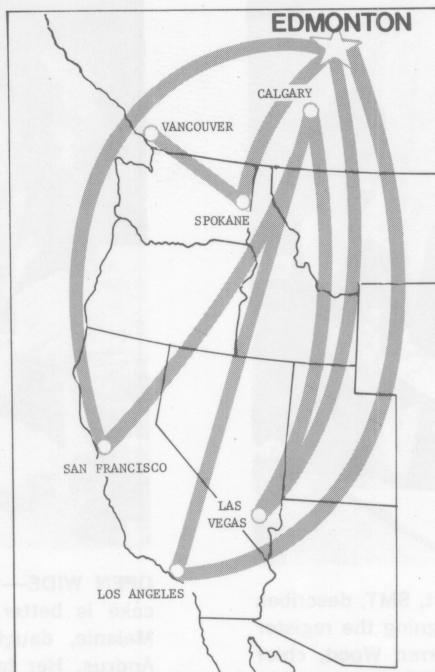
"Now with Hughes Airwest we suddenly will be in the lead in air service," he said. "We'll have the direct connections, people can get to us and we can get to them."

"We're pleased that Hughes Airwest sees the opportunities here and is rushing in to provide needed air service to the U.S. That's a very valuable thing."

FINANCIAL RESULTS

	Sept., '73*	Sept., '72*
Operating revenue	\$10,669	\$ 9,749
Operating expense	9,915	9,375
Operating earnings	754	374
Non-operating earnings (loss)	(464)	(169)
Net earnings	290	205
Year-to-Date		
Operating revenue	\$94,926	\$67,639
Operating expense	91,469	65,658
Operating earnings	3,457	1,981
Non-operating earnings (loss)	(1,904)	(1,365)
Net earnings	1,553	616

*All data in thousands



NEW ROUTES—Hughes Airwest is seeking these Canadian routes in a pending application before the Civil Aeronautics Board. Spokane-Edmonton flights could start in April, 1974.

TRANSITION

WELCOME ABOARD—Patricia Garrett and Roemary Daugherty, clerk typists, San Francisco. Sarah Wilson, junior accounting clerk, San Francisco. Donna Tanfani, transcription operator, San Francisco. Cole McLachlan, cleaner, San Francisco. Dwight Perry, cleaner, Phoenix. Joseph Andryshak, John Mountain, Gary Steinmann, Rex Myers, Bernard Audet, William Dulbs, Vincent DiPietro, Mark Thomas, Charles Gardner, Robert Moss, Richard Vaux, Gary Wedding, Michael Smith, Orin Royer, Paul Farr, Gerald Smythe, Christopher Vorderkunz and Norman Whinnery, technicians, Phoenix. John Swope, cleaner, Los Angeles.

PROMOTIONS—Pat O'Conner, to executive secretary, San Francisco. Carmen Aitken, to administrative assistant to general manager, San Francisco. Dave Millerburg, to economic control manager, San Francisco. Robert Dirks, to manager of cost accounting, San Francisco. Dale Hogan, to assistant station manager, Salt Lake City. Larry Ecklund, to station manager, Pullman. John Katrales, to line foreman, Phoenix.

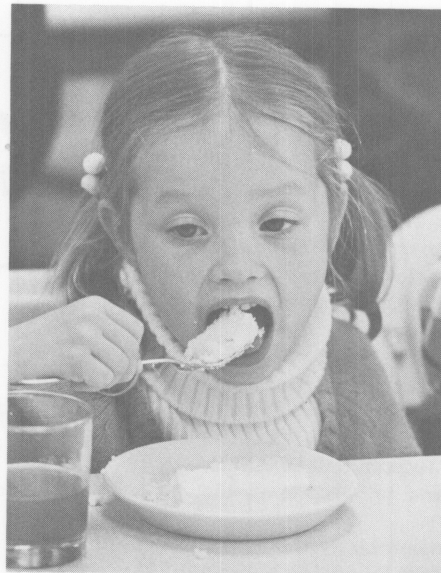
RETIREMENT—Norval Sparks, technician, San Francisco, retired Oct. 8 after 26 years with the company.



TOKYO CEREMONY—Stewardess Teri Dalton, Las Vegas, presents flowers to the president of Toa Domestic Airlines (TDA), Yaichi Shimomura, during ceremonies in Japan commemorating delivery of the first of two DC-9 jets it is leasing from Hughes Airwest under the company's third and most recent foreign diversification program. It is the first DC-9 to be placed in scheduled passenger service in Japan. Stewardess Elizabeth Palmi (left), San Francisco, prepares to make another flower presentation. The ceremony also included a blessing of TDA's new jet by a Shinto priest (seated near Shinto shrine in background). Also attending from the company were Irving T. Tague, general manager; Robert Jorgensen, staff vice president-engineering and maintenance; Richard Queenan, senior director of special projects; and ground hostess Rene Tatham, San Francisco.



CHECKING IN—Jan Knechtel (right), receptionist, SMT, describes mementos to new arrivals during open house. Signing the register are (from left) Al and Toni Selgensen and Warren Wood, chief station agent, YYC. Al is a station agent in YYC. Open house guests also received complimentary bag tags.



OPEN WIDE—It's a nice building but the cake is better, according to five-year-old Melanie, daughter of Mr. and Mrs. Max Andrus. Her father is station manager in Pasco.



WEATHER DATA — Roger Peters, 20, and his wife, 20, current weather controller, earned their pilot licenses. He is the daughter of Mrs. Be...



MARK MODEL—Model of the Hughes Airwest insignia flanked by flag poles that eventually will be built in front of the international headquarters are described by (from left) Norm Hansen, system manager-group sales, SMT, to Eva and Jim Martin, Curtis Shanks, Roy Shanks, manager-customer relations, SMT, his wife Gloria and their daughter Sandy.

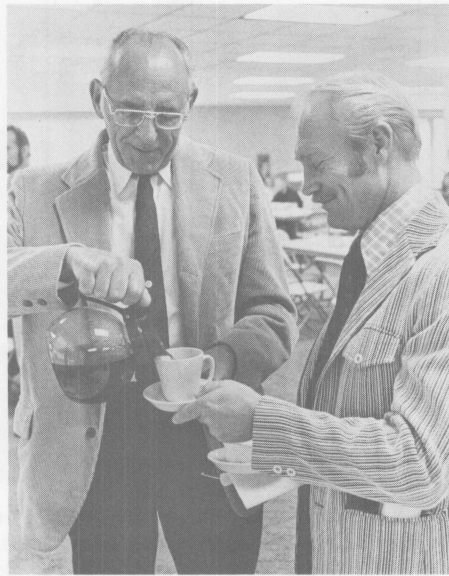
THE OPEN A SMASHIN



THIS IS HOW WE DO IT—Charlotte Peters (right), manager-telephone sales, SMT, shows (from left) Bev and Leo Stec and Ray Vaughn, station manager, TUS, control panels in the computerized reservations center. Leo is station manager in Ontario.



Cliff Magnuson, manager of SMT, shows Joyce Roberts (right), revenue accounting department, PHX, how to use charts. Both recently received their licenses. Joyce is the staff vice president of revenue accounting, SMT.



COFFEE, TEA OR 'MAC' — Monte Varah (right), engineering department, PHX, received first-class coffee service from C. A. 'Mac' Myhre, staff vice president of administrative services, SMT.



500,000 DOCUMENTS—That's how many are processed in revenue accounting, according to Sue Harshbarger (right) of refund accounting, SMT, who describes her department's operations to (from left) Lisa, 11; Layne, 12; Laurie, 13; and their mother Mrs. Irene Uehara of revenue accounting, SMT.

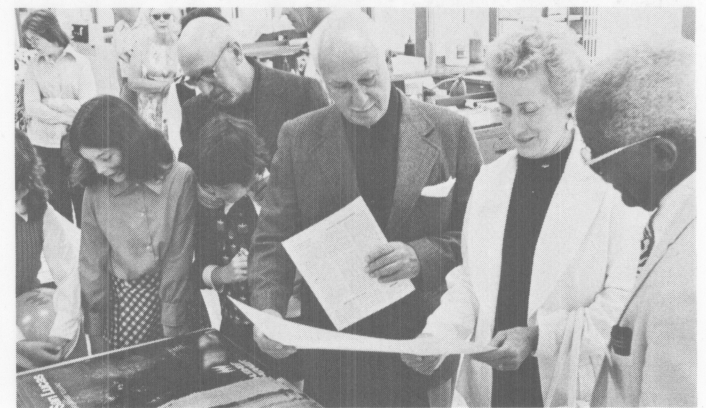
HOUSE . . . BIG SUCCESS



THE CAKE CAPER — Steve Debner (standing), manager of the cafeteria, SMT, describes what happened when he ordered a large cake frosted with Hughes Airwest's logo. The cake arrived with its "logo", all right, but it was spelled LOGO across the top with "Hughes Airwest" written underneath.



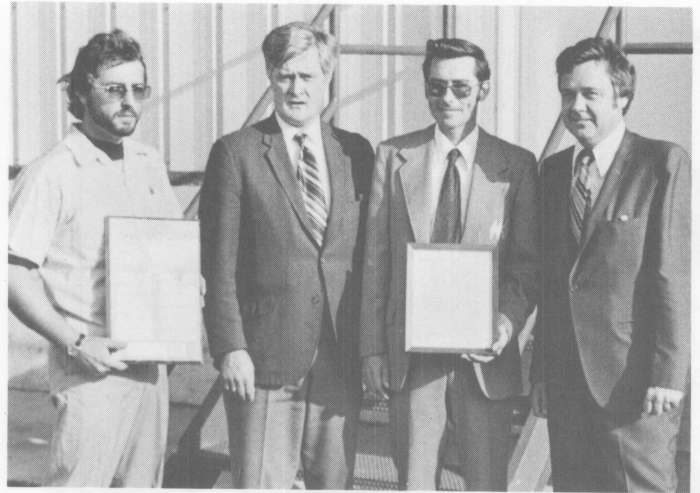
COMPUTERS AT WORK — Judy Kirkland (seated), reservations, SMT, shows the Rubi family and their relatives how the modern computerized reservation center works. From left are Henry Rubi, his wife Angelina of credits and collections, SMT, a nephew Roland Basuil, holding his one-year-old brother David, Fe Basuil, Angelina's sister, and Danny Basuil, 13.



PRINT SHOP—Randy Wright (right) explains the operation of the company print shop to Mr. and Mrs. Sam Morris; she's in revenue accounting, SMT. In the background, Louis Furrer, father of SFO pilots Dick and Jack Furrer, examines a colorful poster with his grandchildren (from left) Noel and Sally Furrer (Dick's children).



SEATTLE HONORED—Robert Donahue (left), director of cargo sales and administration, presents the company's first air freight station-of-the-year plaque to Seattle as the Class A station winner. Accepting are (from right) chief station agents Dick Loney and Charlie Geisler, and station agent Ken Pfeifle.



SPOKANE IS WINNER—Accepting Class B station air freight award are (from left) station agent Gus Rose, station manager Jack Whitehill and chief station agent Endon Booker. Station had won monthly award four times to qualify it as permanent holder of the Class B plaque.

AIRLINE'S FOUR TOP AIR FREIGHT STATIONS WIN PLAQUES

Seattle, Spokane, Twin Falls and Guadalajara are the airline's top air freight stations.

And they each get to keep the company's first air freight station-of-the-year plaque to show for it.

They also received a congratulatory letter of recognition from **Irving T. Tague**, general manager; **Russell V. Stephenson**, vice president of marketing; **Ed Altman**,

vice president of operations; and **Robert Donahue**, director of cargo sales and administration.

The plaques and letters were presented to each winner—representing Class A, B, C and D station competitions—by Donahue and **Dan Donnelly**, regional cargo sales manager for the Northwest.

The contest began in July, 1972. Since then the four stations won monthly competitions more times than any other sta-

tion in their class, thus qualifying them to keep the plaque permanently.

Seattle had won it three times; Spokane, 4; Twin Falls, 5; and Guadalajara, 4.

Each monthly winner retained the plaque during the following month, after which it was presented to that month's winner.

In order to win the plaque each month, a station must have generated the greatest increase in air freight revenue over the previous month.



TWIN FALLS CITED—Dan Donnelly (right), regional cargo sales manager in the Northwest, holds plaque that he presented to Twin Falls as the Class C station winner in air freight station-of-the-year competition. Accepting are (from left) Lee Pogle, station agent; Max Hatch, chief station agent; station manager Paul Shoaf; and Gary Bogle, station agent. Twin Falls had won monthly trophy five times during the year, more than any other station in the system.



GUADALAJARA WINS—Guadalajara's station work force turns out to accept plaque as Class D station air freight competition winner. From left, porters Ernesto Aramburo and Dagoperto Vasquez; Robert Donahue, director of cargo sales and administration, who made the presentation; Julio Henriquez, station manager; Julio Laguna, district sales manager; Mario Beristain, station agent; Ignacio Perez, porter; and station agents Alfonso Ruiz Sr. and Javier Arroyo.

SERVICE ANNIVERSARIES

These employees celebrate service anniversaries during October.

TWENTY-FIVE YEARS

PHOENIX—Alfred Klein, manager flight training.

TWENTY YEARS

PHOENIX—Terence Fitzpatrick, technician. NORTH BEND—Roger Hellie, station manager.

FIFTEEN YEARS

SAN FRANCISCO — Wilbert Schmidt, technician; Peter Hendrickson, captain. PHOENIX—Kenneth Carpenter, technician. MONTEREY—Donald Sager, chief station agent. FRESNO—Herbert Jones, chief station agent. KLAMATH FALLS—Frank Pedersen, chief station agent. BLYTHE—Harold Peters, station manager. SEATTLE—Janet Price, chief reservation agent.

TEN YEARS

SAN FRANCISCO—Samuel Brown, assistant district manager, maintenance; Eleanor Viri, senior transcription operator. PORTLAND—Jack Broom, Arthur Meyers and Melvin Fisher, technicians. LOS ANGELES—Reynolds Artolachipe, technician. PHOENIX—Norman Jewell, Robert Mast, Dean Hinkley and Henry Trump, technicians; James Buzzell, quality control technician. SPOKANE — Richard Dansereau, technician. PASCO—Donald Riedel, technician. SEATTLE — Nels Carlson, technician; Richard Christensen, ticket agent. PALM SPRINGS—William Sinclair, chief station agent. BOISE—Thomas Guinard, station agent. STOCKTON—John Lick, station agent. LAS VEGAS—Edward Dickman, first officer.

FIVE YEARS

PORTLAND—Barton Whalen, ground service. PHOENIX—Bernard Ryan, aircraft router; Monte Varah, engineer; Roland Griffin, David Crosby, Glenn Bender, Martin Klingseis, William Newman, Roger Smith, Mark Wyckoff, Neil Savage, Larry Brustad, Bobby Early, Walter Ferdna, Robert Gentry, Thomas Hauck, William Hefty, Henry McGowan, John Montalvo, Harold Mouser, Glen Smith, Roy Turner, William Wilson and William Yanez, technicians; Johnnie Watkins, maintenance controller; Erwin Newman, station agent. LOS ANGELES — Donald Zeller, technician. LAS VEGAS—Dwight Braunberger, technician; Robert Ragan, maintenance supervisor;



450 YEARS—Eighteen employees who have completed 25 years of service with company were honored at the Management Club dinner last month. From left retirees are (back row) Edward H. Coleman, maintenance, SFO; Louis J. Furre regional flight, SFO; Harry H. Spear, Jr., flight, SFO; Kenneth N. Laurin, planning, Alfred R. Klein, flight training, PHX; and George R. Borton, flight, PHX. (Front row) David P. Taylor, maintenance, PDX; David P. Doak, flight, SEA; Ralph G. Kani flight, SFO; Stanley E. Timmons, maintenance, PHX; Kenneth L. Graham, maintenance training, PHX; and John S. Geich, maintenance, SFO. Not shown are Merida L. C Jr., flight, SFO; Martin A. Doyle, supply, SEA; Marshall R. Smith, flight, LAS; Ang Spandrio, maintenance, SFO; Charles H. Tallant, Jr., flight control, SFO; and Ja Zogg, maintenance, Nepal.

Hughes Airwest, SAS team up, offer Expo '74 tours to European travelers

Scandinavian Airlines System (SAS) and Hughes Airwest have established a partnership to offer an assortment of seven-day package tours designed to attract European travelers to the Expo '74 World's Fair during its six-month run next year.

The two airlines have been designated the Fair's official carriers—SAS internationally, and Hughes Airwest domestically.

Bill Gerrard, marketing manager for Northern California, and George Joannou, regional sales director for Europe, the Middle East and Africa, met recently in Stockholm with SAS marketing executives

to work out details of the partnership and to provide SAS with information on the most popular Sundance destinations. These include Disneyland near Santa Ana, Las Vegas and the Grand Canyon.

These and other destinations served by Hughes Airwest will be incorporated in package tours featuring a visit to Spokane, site of Expo '74 that opens next May.

Up to 8,000 Europeans are expected to take advantage of the special SAS-Hughes Airwest packages during the run of Expo '74, Gerrard said.

OBITUARIES

John F. Byers, father of Duane Byers, chief agent, El Centro, died Sept. 3.

Frank Delach, father of Frank Delach, Jr., buyer, San Mateo, died Sept. 5.

Henry Cooley, father of Dottie Cooley, secretary, Phoenix, died Sept. 19.

John O. Thompson, father of Roy Thompson, economic control manager, San Mateo, died Sept. 19.

Edward Young, father of Vernon Young, technician, Portland, died Sept. 27.



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Rochelle Carter, ground service; Pete Saavedra and Herbert Shingler, station agents; Andrew Lewis, ticket agent. SALT LAKE CITY—Marsha White, ticket agent; Lester Brown and Larry Smith, station agents. SAN FRANCISCO—Donald Alexander and Louie Rego, station agents; Vickii Ludlow, ticket agent; Judi Allen, secretary; Ann Watson and Anne Lee, intermediate accounting clerks. SEATTLE—Dale Hofman, ticket agent. SANTA ANA—Ernest Oakeley, station agent. CEDAR CITY—John Coe, station agent. PASCO—DeWayne Wilkinson, station agent.

Lungren fills Seattle regional flight post

Edward C. Lungren, 16-year veteran of Hughes Airwest, has been named regional flight manager for the Northwest. He will be based in Seattle.



He joined West Coast Airlines, a predecessor company, in 1957 and subsequently held positions as captain, check captain and, most recently, as assistant regional flight manager for the Northwest.

Lungren He served as an officer in the Army in 1953-55 and, later, in the Air Force and Air Force Reserve until 1966.

Lungren is one of four regional flight managers throughout the airline's system. The others are **Jack Brasher** in Las Vegas, **Myron "Woody" Reynolds** in Phoenix and **Jack Furrer** in San Francisco.

They are responsible for supervising the company's pilot personnel in the four domiciles and assuring the company's objectives of safety and efficiency are achieved.

The Seattle post formerly was held by **Don Peters**, who has returned to active flying for the company after 6½ years as regional flight manager.

Two employes win \$50 bonds in suggestion award program

Two employes have been awarded \$50 U.S. Savings Bonds for their contributions to the employe suggestion award program.

Larry Radka, Yuma station agent, suggested use of a device he developed that greatly increases the accuracy of runway data, allows maximum payload on aircraft and, at times, can eliminate some aircraft delays.

It is called a wind component computing device and will replace the present method of calculating the relative bearing of winds to runway under use.

Mike Aland, chief station agent at Salt Lake City, suggested that AOG (high priority) shipments be listed in the remarks section of the SLMs (statistical load messages) to avoid the possibility of them being inadvertently removed at intervening stations.

Intermediate city program

18 station managers wearing second hat

Eighteen station managers throughout the West are wearing a second hat.

In addition to running their stations, they are helping with sales tasks in the Class B and C cities that make up the company's new and unique intermediate cities marketing program.

The idea is to obtain more adequate sales coverage in these cities, which the company's full-time field sales force in the Class A cities can't always cover on a regular basis.

The managers spend an average of two hours daily, or about one day a week making telephone calls to local travel agents and commercial accounts and carrying out a promotional and sales campaign developed by the marketing department.

The group has received schooling in the fundamentals of salesmanship, which they put into play in their local communities after they have completed their daily sta-

tion manager chores.

Skip Clemens, intermediate city sales manager, said the station managers-turned-salesmen already were well entrenched in their cities as resident managers and had been applying the rudiments of marketing in their communities for many years.

"What we've done is coordinate their efforts and direct them toward more meaningful sales productivity," he said. "It appears to be working quite well."

Many are members of local service clubs and know the travel agents and other sales contacts in their communities, Clemens said.

The communities in the company's intermediate city sales program are: El Centro, Eugene, Eureka, Fresno, Grand Canyon, Kalispell, Klamath Falls, Lewiston, Medford, Monterey, Palm Springs, Pasco, Redding, Santa Barbara, Santa Maria, Twin Falls, Yakima and Yuma.



'JOHNNY MILLER U.S. OPEN'—U.S. Open champion Johnny Miller, Hughes Airwest's own touring golf pro, was host of a recent invitational tournament at Los Angeles' Wilshire Country Club. The match, comprised of some of the airline's key Los Angeles customers and supporters, was arranged by Jack Stoops (right), marketing manager for Southern California, and Hugh Davis (left), director of advertising. The playing foursome (starting second from left) included Woody Hefner, managing director of Hemphill Travel Service and president of the Southern California chapter of the American Society of Travel Agents; Dave Marmel, executive director of the Sportsman's Club, City of Hope; Miller; and John Gibson of John Gibson Travel, Los Angeles.