

HUGHES AIRWEST

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Hughes Air Corp.

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DIRECTORS' RESOLUTION THANKS EMPLOYEES

Hughes Airwest's entire work force has received the official thanks of the Board of Directors for a job well done in 1973.

During its first meeting in the new international headquarters last month, the directors unanimously passed a resolution—the first of its kind for the company—expressing their appreciation to all employees.

The resolution read, in part:

"WHEREAS 1973's excellent results could only have been achieved through the combined efforts of all employes, and

"WHEREAS these results were crowned by a profit for the second consecutive year, and

"WHEREAS this past achievement has helped place the airline in an envied position of leadership in the industry,

"NOW THEREFORE BE IT RESOLVED that the Board of Directors congratulates and thanks all employes for their consistently high level of performance during 1973."



REUNION—Capt. Jeff Hanan (left) and Capt. John S. Dodge, both based at San Francisco, flank Neil Stahlheber, flight attendant (then called a purser) as the reunited first crew to serve San Jose 25 years ago. The three were honored guests at a recent civic celebration in honor of the anniversary event. Here they discuss the features of a DC-9 jet cutaway model and the changes that have occurred in aviation since the trio landed with the first commercial flight at San Jose Municipal Airport in a DC-3 (model at left). (See story, other photos on pages 4 and 5.)

Management Club announces officers for 1974

The Board of directors of the company's Management Club has announced officers for 1974.

They are:

President—**Mike Wilson**, director of revenue accounting, San Mateo.

Vice president-secretary—**Tom Meuchaw**, director of production control, Phoenix.

Vice president-treasurer—**Jean Wade**, assistant to the vice president of marketing, San Mateo.

Hughes Airwest earns \$4.6 million in '73; 2nd successive profit

The company has announced a profit of \$4.6 million based on preliminary financial results for 1973. It was our second successive annual profit.

"We are gratified with the public response to our improved services," said **Irving T. Tague**, general manager. "Unfortunately, the increase in fuel costs this year will exceed last year's total profit."

In 1972 the airline made a profit of \$1.9 million, the first since Hughes Air Corp. purchased the assets of Air West Inc. in April, 1970.

Other preliminary figures show revenues for 1973 were nearly \$129.8 million, compared with \$96.7 million in 1972. Operating expenses were \$123.3 million compared with nearly \$94.2 million in 1972. Operating profit was \$6.4 million in 1973 compared with \$2.5 million the previous year.

MAURITANIA

Company signs fifth overseas assistance pact

Hughes Airwest has signed its fifth foreign diversification contract—this one with the West African nation of Mauritania.

It was negotiated by **Ed Altman**, vice president of operations, with Air Mauritania—the country's only major airline.

The agreement calls for the training of Air Mauritania pilots and mechanics by Hughes Airwest in Phoenix and the sale and long-term support and maintenance in that country of two F-27 propjets that will be delivered to the African carrier within the next several months.

Altman said a team of four employees will be selected soon and assigned to the Mauritania project in that country's capital city of Nouakchott.

Hughes Airwest currently is assisting four other airlines under technical and managerial assistance programs that are unique to the U.S. regional airline industry, he said.

The other pacts are with Union of Burma Airways, based in Rangoon; Royal Nepal Airlines, with headquarters in Katmandu; Toa Domestic Airlines of Tokyo; and most recently, Air Liberia, based in Monrovia. (See related photos on pages 2 and 3.)

RPMs, load factor approach record levels in January

The number of miles flown by Hughes Airwest's passengers and the percentage of seats filled in January rose to the second highest monthly levels in the company's history.

These miles exceeded 117,825,000, or 25.3 per cent more than the 94,039,000 reported in January, 1973.

The percentage of seats filled (load factor) climbed to 57.2 per cent from 46 per cent.

Passenger boardings at our 64 airports throughout the Western U.S., Canada and Mexico increased 15.7 per cent to 295,000 from 255,000.

Passenger density (the number of passengers flying per mile) jumped 27 per cent to 47 from 37. Total available seat miles climbed slightly to 206,076,500 from 204,354,600.

Cargo ton miles flown edged upward to 663,100 from 626,700, while the number of tons of cargo boarded dipped to 1,678 from 1,706 tons.

FINANCIAL RESULTS

	Preliminary	
	Dec., '73*	Dec., '72*
Operating revenue	\$11,735	\$ 9,723
Operating expense	11,912	9,741
Operating earnings (loss)	(177)	(18)
Non-operating earnings	458	539
Provision for taxes (loss)	(81)	—
Net earnings	200	521
Year-to-Date		
Operating revenue	\$129,762	\$96,701
Operating expense	123,305	94,176
Operating earnings	6,457	2,525
Non-operating earnings (loss)	(1,655)	(615)
Provision for taxes (loss)	(156)	—
Net earnings	4,646	1,910
Jan., '74*		
Operating revenue	\$12,058	\$ 9,466
Operating expense	11,102	9,890
Operating earnings (loss)	956	(424)
Non-operating earnings (loss)	(126)	49
Provision for taxes	—	—
Net earnings	830	(375)

*All data in thousands



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OFFICIAL VISITOR—William E. Dennis Jr., minister of commerce, industry and transportation for Liberia and a recent visitor to Hughes Airwest's international headquarters, holds a model of an F-27 propjet bearing his airline's new insignia and name, "Air Liberia". The model was presented by general manager Irving T. Tague, who points to the location of the West African nation on the map. Dennis also is chairman of the board of Liberian National Airlines (LNA), which is being assisted in becoming a modern air transportation system under a management assistance contract with Hughes Airwest. It is one of five foreign assistance agreements for Hughes Airwest. The other four airlines are Union of Burma Airways, Royal Nepal Airlines, Toa Domestic Airlines (TDA) of Japan, and, most recently, Air Mauritania.

Three of eight most popular man-made wonders in U.S. are served by Sundance fleet

Three of the nation's eight most popular man-made wonders are in Hughes Airwest country.

That's the finding result of a recent poll of the nation's travel industry by the U.S. Travel Service.

Topping the list was San Francisco's famed Golden Gate Bridge. Hoover Dam, near Las Vegas, was fifth and Disneyland, served through Orange County Airport in Santa Ana, was eighth.

The others, in order of voting preference by more than 500 travel agents polled, were: Mount Rushmore National Memorial in South Dakota, second; the

Astrodome in Houston, third; New York's Statue of Liberty, fourth; Walt Disney World in Florida, sixth; and St. Louis' Gateway Arch, seventh.

TRAFFIC SCOREBOARD

	Jan., '74	Jan., '73	% Change
PAX	294,992	254,963	+15.7
RPM	117.8 mil.	94.0 mil.	+25.3
ASM	206.0 mil.	204.3 mil.	+ 0.8
Load Factor	57.2%	46.0%	
PAX density	47.0	37.0	+27.0
Cargo ton miles	633,171	626,776	+ 1.0
Cargo tons brd.	1,678	1,706	- 1.6
On-time	65.6%	78.3%	

Reservation center 'showplace' in S.F. is envy of industry

Hughes Airwest's "showplace" reservation center at its new international headquarters has become the envy of the airline industry.

So much so, in fact, that officials from most of the world's major carriers have visited the facility in the last few months to see how it can be copied to meet their own varied needs.

Charlotte Peters, the center's telephone sales manager, attributes this worldwide interest to a full-page color photograph that was featured editorially in last October's International Air Transport issue of Aviation Week & Space Technology. The magazine has a weekly circulation of about 100,000.

TWA Group Visits

Early this month a group from Trans World Airlines, along with a New York design consultant, came to see it.

Before that about 35 reservation managers from Los Angeles and San Francisco, representing nearly that many of the world's airlines, held their first joint meeting in San Mateo. During the session they were given a first-hand explanation of the operation of the new reservation center.

Arch Miller, senior director of marketing, said visitors from other airlines mostly are interested in the over-all setup of the four-way stations. They also are given answers to such questions as cost and efficiency.

Totally New Approach

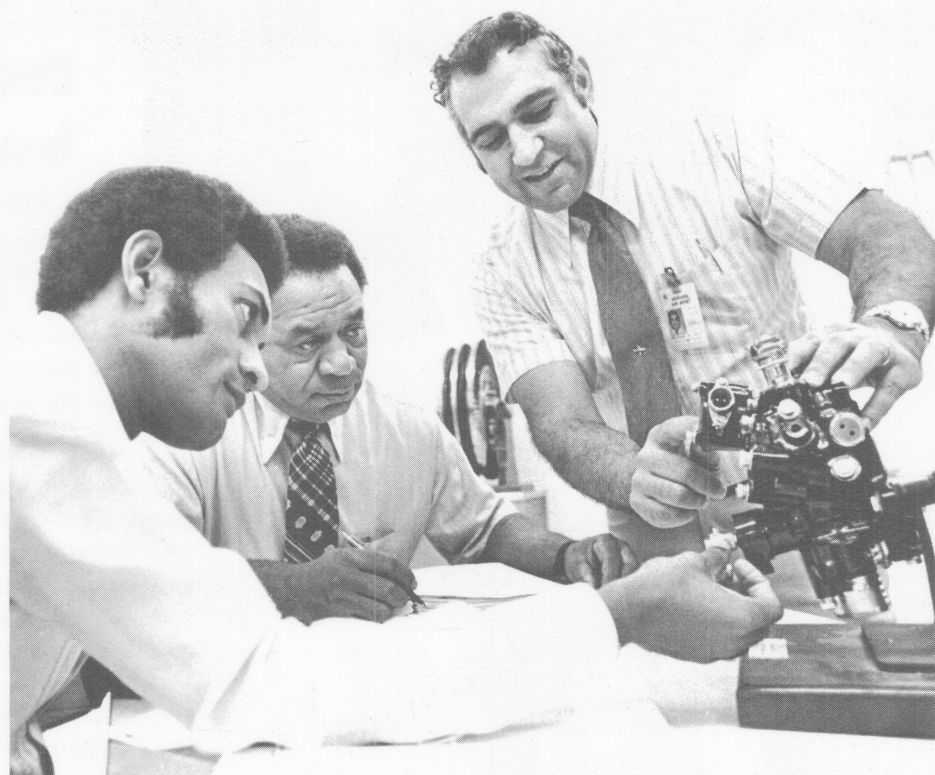
"Our new reservation center in San Francisco is a totally new approach from the more stereotyped centers, where agents sit almost elbow to elbow," he said.

"Our volume of calls certainly is no less than it was before, but now we are able to handle them far more efficiently."

Miller said the Seattle reservation center is being remodeled along lines similar to San Francisco. The Los Angeles center is scheduled for remodeling in the spring of 1976.

Before you ask

If Hughes Airwest's route system were in the East, it would extend from Quebec, Canada to Honduras in Central America and from St. Louis to Boston—linking such other major cities as Montreal, New York, Philadelphia, Chicago, Indianapolis, Atlanta and Miami, to name a few.

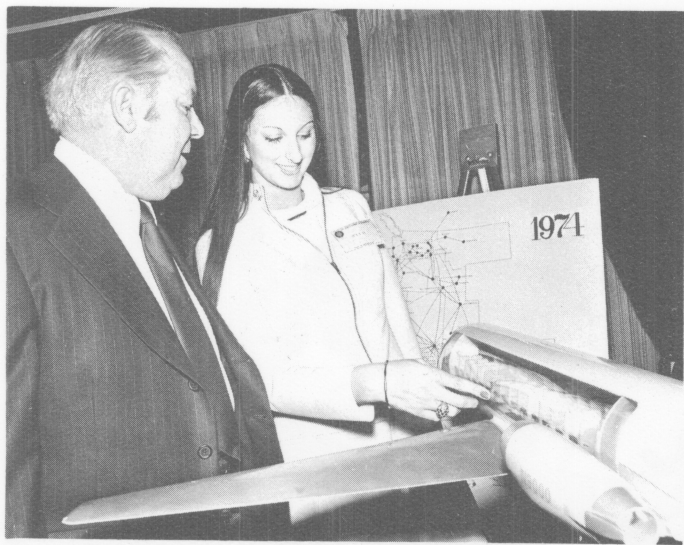


LIBERIAN TRAINING—Representatives from Air Liberia were in Phoenix last month for intensive training by Hughes Airwest as part of a technical and maintenance assistance agreement between the two airlines. (Above) Pilot instructor Haig Medzegian Jr. explains the function of an F-27 water methanol control unit to two Air Liberia mechanics. (Below) Instructor Bill Miles points to a dial on an F-27 procedures trainer while two Air Liberia pilots observe. The Liberian agreement is one of five foreign contracts for Hughes Airwest—the only U.S. regional airline having such an overseas diversification program.





CONTROL TOWER— Joseph "Bud" Amaral (left), first station manager at San Jose, shows Ward Gross, current station manager, the concrete stand that served as the airport's control tower. Amaral worked as the radio operator and weather observer from atop the stand for incoming flights in addition to other duties. He left the airline in 1952 and now is a sales engineer for Borg-Warner Corp. in San Jose.



SO WHAT'S NEW?—Neil Stahlheber, flight attendant (then called purser) with the first crew to serve San Jose 25 years ago, wondered what the fuss was about during a recent fad for male flight attendants. He compares work chores (above) with Patty Delisio, San Francisco-based flight attendant and a former employe of the San Jose Chamber of Commerce. Stahlheber also was a station manager in Oakland in 1957. He now is in customer relations with Lockheed Aircraft Co. in Burbank.

SAN JOSE'S 'BIG SILVER'

Double-winged celebration honors airport opening . . .

It was a double-winged silver anniversary at San Jose.

Some 50 city officials, businessmen and Chamber of Commerce officers honored Hughes Airwest and the city's airport commission Feb. 1 for service spanning a quarter of a century.

Hughes Airwest, then called Southwest Airways before becoming Pacific Airlines, provided the first commercial air service with a DC-3 on the airport's opening day.

Chamber-Sponsored Luncheon

Russell V. Stephenson, vice president-marketing; Capt. John Dodge, based at San Francisco and pilot of the first DC-3; and James Nissen, manager of San Jose Municipal Airport, were guest speakers at the Chamber-sponsored luncheon.

Special guests included Capt. Jeff Hanan, based at San Francisco and co-pilot of the first flight; Neil Stahlheber, flight attendant (then called purser with the first crew; Joseph "Bud" Amaral, first station manager at San Jose; and C. A. "Mac" Myhre, staff vice president and former executive vice president of Pacific Airlines.

(Continued on next page)



BEFORE AND AFTER—James Nissen, who has been the airport manager at San Jose Municipal Airport since opening day, did some "hangar flying" during the luncheon. They (Hughes Airwest) were the ones that put us in the air age," he said.

. . . company's first commercial DC-3 flight a quarter-century ago

(Continued from previous page)

Before-After Display

Master of ceremonies was **Howard "Bud" Stokes**, district sales manager, who arranged an interesting before-and-after display of photographs, route maps and models of the DC-9 and DC-3.

Stephenson compared the original route structure and traffic with recent statistics.

"On the first flight, nothing got on except a sack of mail and nothing got off except 2,550 baby chickens," he said. Last year, the company boarded a record 67,849 passengers at San Jose that included a peak 390 boarded on Oct. 21.

Southbound to Watsonville

In 1946, the longest nonstop flight was northbound to San Francisco and southbound to Watsonville, compared with today's nonstop jets to Las Vegas and Phoenix and single-plane service to Mexico cities.

Southwest's system was restricted to California and one city in Oregon, compared with today's 64 cities throughout the west, Mexico, and Canada.

Capt. Dodge reminisced on how he arranged to be the pilot on the first flight.

"Since I went to school in this area and learned to fly here," he said, "it was important to me that I be part of the inaugural crew."

Special Chamber Plaque

Stokes received a special plaque from the Chamber that recognized the company for its length of air service to the community.

A city proclamation from Mayor Mineta was read by Councilwoman Wilson. It said in part that "Hughes Airwest is one of the most respected and admired air carriers in the Western U.S. . . . has served our area's residents with distinction . . . the city extends its congratulations to all personnel on their Silver Anniversary of air service."

In the evening, Stokes and station manager **Ward Gross** hosted a reception for interline and airport personnel based at the airport. The reception also featured the display shown earlier at the civic luncheon.

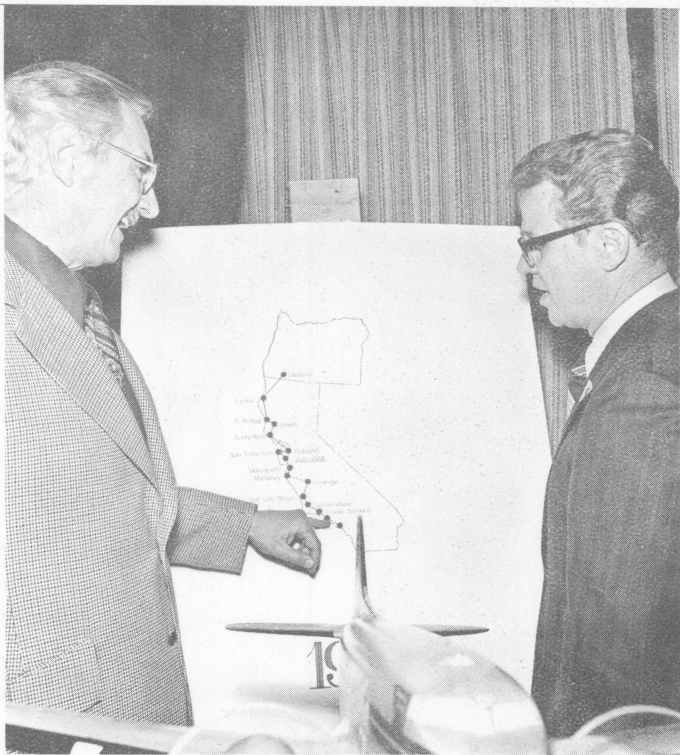
Capt. Spencer Gives Talk

On Feb. 4, **Capt. Earl E. Spencer**, based at San Francisco, addressed some 75 members of the San Jose Kiwanis Club. Spencer's remarks highlighted the company's 25-year history in that city. He was assisted by flight attendant **Bonnie Starr**. Arrangements were made by Gross.

Gross also arranged to display the Chamber plaque, the city's proclamation, and various photographs of the luncheon event at the airport ticket counter for the next 30 days.



CIVIC AWARDS—Howard "Bud" Stokes (right), district sales manager, accepted a special plaque from Lloyd S. Weber, executive vice president of the San Jose Chamber of Commerce, that honored Hughes Airwest for 25 years of air service. Councilwoman Susanne B. Wilson, representing Mayor Norman Y. Mineta, read a city proclamation congratulating company personnel. Thomas Leonard (left), chairman of the San Jose Airport Commission, also received a chamber plaque and a city proclamation in celebration of the airport's 25th anniversary.



MARKETING STRATEGY—Russell V. Stephenson (left), vice president-marketing, explains to Blair Egli, president of the San Jose Chamber of Commerce, that the original route system of Southwest Airways would have made San Jose a difficult city to sell compared with Hughes Airwest's three-nation route system today.

'SUPERHUMAN'

Charlotte Dungan returns to flight line with impressions of Nepal

Charlotte Dungan is a "superhuman" in Nepal.

That's how the Nepalese natives regard her and other team workers on assignment in that remote Asian country with the Thomas Dooley Foundation.

"Any westerner is considered perfect—almost superhuman," she said. "They believe we can't be injured in any way and when we are they find it quite humorous.

"The foundation is something akin to a people-to-people medical emissary of hope and good fortune. It trains people in underdeveloped Asian countries to help themselves in such areas as curative medicine, personal health and community development.

"And their needs for outside help are very great."

These were among several impressions Charlotte recently brought back to her job as a Hughes Airwest flight attendant after serving three months in Nepal under the foundation's international airline volunteer program; a program that is open to any airline employe.

"I had a bad case of butterflies in the beginning," she admitted, "but the experience turned out to be the most rewarding of my life. It required a true giving of yourself."

She described the countryside around the capital city of Katmandu as a "photographer's paradise"—one of the most beautiful spots she had ever seen.

"The air is unbelievably clean and the hills are of the greenest greens imaginable."

But her fondest memory is of the Nepalese themselves; especially the children.

"They come up in the villages to touch and look at you. They cautiously greet you and seem intrigued with your white skin. My bright blue eyes amazed them, since most Nepalese have brown eyes.

"My heart went out for the children, many of whom aren't even clothed. A visit to the nurseries at nearby camps for refugee orphans from Tibet is a very emotional experience.

"Toys are noticeably absent from the lives of Nepalese children. But kites are all over. The youngsters love to fly them."

Charlotte also noticed a sharp contrast in the everyday way of life of the Nepalese to many other more familiar cultures.

"There," she said, "the people seem to be living in the biblical days before Christ. They have so many gods and so many temples.

"Wealth also varies greatly. A family is really rich or dirt poor with absolutely

nothing.

"The people are their own beasts of burden and can be seen carrying goods on their heads and backs. And they compete for the right-of-way with animals that appear everywhere—mostly chickens, goats and, of course, cows, which are sacred in Nepal."

One of Charlotte's warmest reflections is of a visit with a Nepalese family.

"While I was bicycling one day outside Katmandu," she said, "a man and his wife stopped me to ask the time. We began talking and he invited me to join with his family in their home to observe a national religious holiday with them.

"It's a rarity for a westerner to be invited into a Nepalese home, so I felt very honored and was pleased to accept.

"The family turned out to include eight children, their parents and grandparents. All shared a small one-room mud house. They served me some of their food and insisted I sit on their only chair.

"Although the father spoke some English, we all had a lively—but somewhat fragmented—conversation. I concluded my visit by taking pictures of everyone.

"It was a delightful day."

When asked if she would do it all over again, Charlotte responded with an enthusiastic "yes".

Her 11-hour working day began at 7 a.m., six days a week. Specific duties included clerical chores, purchasing supplies, month-end bookkeeping and shopping for food and other goods at the colorful open-air bazaar.

"I was asked to return later this year to assist the foundation with a smallpox and tuberculosis vaccination program in the outlying villages," she said, "and I'm seriously considering it. Of course, I have to think of my obligation to the airline first."

Charlotte joined Hughes Airwest as a Seattle-based flight attendant in 1969. Before that she was a medical secretary for two physicians in Portland—experience, she admitted, that was helpful to her in Nepal.

Last year another Hughes Airwest flight attendant—**Ruth Becker** from San Francisco—volunteered for a foundation assignment in Laos. She returned with equally enthusiastic memories.



'SUPERHUMAN' AND FRIENDS—A smiling Charlotte Dungan, Seattle-based flight attendant for Hughes Airwest, holds a small puppy on her knee during a brief roadside chat with a Nepalese "senior citizen" and a bevy of beaming children in Katmandu, capital city of the small Asian country. Charlotte recently returned to her job after spending three months as an airline employe volunteer for the Thomas Dooley Foundation. She and other foundation team workers were considered perfect—almost superhuman—by the people they were helping, she said.

WE GET LETTERS . . .

From a Danville, New Jersey passenger whose luggage was lost by another airline . . . "I would like to commend **Lee Cantrell**, **Charles Falco** and **Al Leonard** at the Yuma Airport for the courtesy they extended to me in finding my lost luggage. They were kind, and understanding and also most helpful."

From a Phoenix television executive in charge of a charter flight for his station commending **Don Owen** (Phoenix avionics) for his assistance . . . "Our charter flight came off great. The music was fantastic. It is people like you who make my job easier."

From two passengers who flew from Tucson to Phoenix . . . "We wish to show our appreciation for the kindness and hospitality extended to us on our flight. Your hostesses and pilots were very nice and spoke to us and showed us the jet on which we flew. They were **Capt. Alex Cordes** (Phoenix), first officer **Jerry Skellington** (Las Vegas) and hostesses **Mari Moore** and **Deidre Deitchman** (San Francisco)."

From a Permanente, Calif. sales engineer who flew from San Francisco to Chico . . . "I would like to call your attention to **Deidre Deitchman** (San Francisco). On my short flight to Chico I became aware of how much enthusiasm this stewardess has for her profession. I observed the special courtesy with which she treated her passengers. She exhibited a genuine interest in seeing that everyone comfortably enjoyed their trip, and in promptly filling their requests."

From a Federal Aviation Administration official who was concerned about her elderly parents' first flight . . . "Your people in Las Vegas responded to my call in a most magnificent manner. My parents were most appreciative of the fact they were met when they arrived in Las Vegas, driven to the Hughes Airwest terminal, escorted to the dining area and then picked up for their flight."

From a foreign visitor whose lost coat was located within an hour after it was reported missing . . . "I phoned your Los Angeles office when I returned from my trip to report the missing coat. They phoned me within an hour to report the coat had been located in Seattle and that they would see that I got it as soon as possible. I am an Australian citizen visiting this country and I haven't come across this pleasant attitude and service very often."

Eye bank praises company's 'good guy' role

Hughes Airwest's "good guy" efforts to fly fresh eyes used for corneal transplants throughout the West have been praised by the Lions Eye Bank at the University of Washington.

In a letter to Seattle station manager **Bob Schultz**, the bank's executive secretary acknowledged the airline's "willing-

ness" and "cooperation" that helped make possible enough eyes and tissue for hundreds of transplants.

Hughes Airwest is reportedly the only airline serving Seattle that transports tissue at no charge to the bank, which is supported by the Lions International service organization.

In her letter, Donna Oiland had special praise for the personnel at the Seattle ticket counter who assist her in delivering tissue in time for flights or in receiving incoming eyes being donated to the bank.

The eyes must be transplanted within 48 hours after death of the donor. Therefore, availability and reliability of flights is of the utmost importance, she said.

The eyes, packed in an ice-filled container, are usually hand-carried by flight attendants, Schultz said. The eyes are picked up at their destination by the hospital where the patient, in many instances, already is being prepared for transplant surgery.

About your company

Hughes Airwest is the only certificated, scheduled U.S. airline with headquarters and a flight attendant training school in the San Francisco Bay Area.

Julio Laguna named to Mexico City post

Julio Laguna, district sales manager in Guadalajara for the last three years, has been promoted to assistant to the staff vice president and general manager for Mexico, **Raul Fernandez**.

He will be based in Mexico City.

Laguna, 33, joined the company in 1968 as manager of sales and service in Mazatlan.

He is a native of Mexico City, but was educated in Los Angeles. He took special courses in business administration and technical marketing in Mexico.

Laguna also served as president of the regional office of the National Chamber of Tourism in Mazatlan in 1970.

'Bill' Hughes promoted to S. F. flight manager

Capt. William E. "Bill" Hughes, decorated World War II Navy aviator who joined the company more than 27 years ago, has been promoted to regional flight manager in San Francisco.

He fills a vacancy created by the recent appointment of **Capt. Jack Furrer** as general manager of the management assistance program for Air Liberia.

Hughes, 53, served in the Naval Air Corps for five years through 1945, during which time he was the most highly decorated member of his bomber squadron.



Hughes

The medals he received as a pilot in the Southwest Pacific while on combat reconnaissance missions, frequently under heavy enemy fire, included four Air Medals, the Silver Star, the Bronze Star, the Distinguished Flying Cross and the Navy Commendation Ribbon.

After the war, he and two of his Navy comrades established Western Continental Airlines, a non-scheduled carrier based in the Los Angeles area that provided aerial limousine service throughout Southern California. He served as its chief pilot.

He subsequently joined Southwest Airlines (later to become Pacific Air Lines and ultimately Hughes Airwest) as a pilot in 1946.

Hughes, a native of Nebraska, has two sons; the youngest a former Vietnam helicopter combat pilot.

NEW RETIREE PASSES 'AS GOOD AS GOLD'

New travel authority cards for retired employes and their spouses are as good as gold—figuratively speaking, that is.

At least that's the color of the new passes that are now being issued, according to **Jean Wade**, assistant to the vice president of marketing. The new cards also carry no expiration date, as in the past.

Annual passes for employes, although not gold colored, should have been received by this time.

The delay in their distribution was due to the volume and the amount of time involved in proofreading them.

KNOW BASIC BYWORDS FOR INTERLINE TRAVEL

Know the basic bywords for interline travel on free or reduced rate passes?

Try "courtesy" and "common sense".

These are two of many important points that employes should constantly keep in mind before and during flights on any other airline.

Here are some more thoughts to remember:

1. When listing or making a reservation, identify yourself as an interline traveler. This will avoid "double work" by having your reservation discarded and redone in the correct format for an interline listing.

2. Do not request another airline to quote its schedule over the telephone when making your listing. Better idea: pick up a timetable or call and ask that one be mailed to you.

3. If you have to wait for your call to be answered, take the hint. They undoubtedly are busy handling reservations for full-fare-paying passengers. Be brief when you get through or, better yet, hang up and call later.

4. Make sure you know the category of

travel you'll be flying under—important or routine company business, annual vacation or just a weekend junket. Determine it before you call to list yourself.

5. Don't ask the airline to book you into a motel or reserve a car for you at your destination when you can just as easily do it yourself. And a personal letter might get a better discount, anyway.

6. When you have to call back about your reservation, identify yourself AGAIN as an interline traveler. Reason: your reservation or listing is invariably filed separately. Failure to properly identify yourself on a return call could result in a duplication that could lead to a "no show" or an unnecessarily empty seat on your interline flight.

7. This is a collective grouping that includes such "no-nos" as checking in late for flights, whining for upgrade, cluttering the lounge and bragging out loud about discount or free travel.

Editor's note: The above rules do not apply solely to travel on other airlines. Employes should practice them regularly on Hughes Airwest as well.

Agent earns college degree after 11 years

It took **Vernon J. Alg**, Las Vegas station agent, 11 years to graduate from college—but not because he's a slow learner.

Rather, it took him that long because he attended classes while holding down a full-time job with Hughes Airwest and our predecessor companies.

Now with a bachelor's degree in social sciences in his back pocket, he can claim the honorable distinction of being the second employe in the history of the company—and the only one still with us—who obtained an undergraduate degree under the company's education refund plan.

Alg, 30, has been with the airline since 1965, when he joined West Coast Airlines as a ramp attendant. He later became a cleaner and then an agent.

At final count he earned 250 study units. Only 180 are required for a degree.

Alg expressed high praise for the com-

pany education refund plan.

"About 85 per cent of the cost of my tuition, books and fees were paid by the company," he said. "It was a tremendous help. And my superiors were always considerate of my work schedule—trying to assure it did not conflict with my classes."

After 11 years, Alg's wife is "very pleased" that the studying is over.

Or is it?

Alg's new goal is to obtain a master's degree in economics.

TRAVEL BARGAINS

SAS is offering packages to Voss, Norway and Soell, Austria. Airfare is \$75 plus \$35 ski package charge (lift, rental, instructions) for six days in Voss and \$52 in Soell. Write: SAS, 1517 Peachtree Center, 230 Peachtree St. N.W., Atlanta, Ga. 30313.

* * *

The Embassy Row Hotel, 2015 Massachusetts Ave. N.W., Washington, D.C., is offering 50 per cent off the maximum rate of \$40 single and \$48 double on a space-available basis. Contact hotel directly.

'Teleticketing' network to add new dimension to company's pre-ticketing

Hughes Airwest will add a new dimension to its pre-ticketing ability March 4 when it plugs into a national computerized network that directly transmits tickets to travel agents and commercial accounts.

But it so doing, the electronic data requires to write the actual ticket first must travel nearly 2,500 miles from a terminal in Los Angeles to a computer in Charlotte, N.C. before being routed back to the agency office.

Don Ohler, administrator of telephone sales and future planning, said up to 500 tickets a month are expected to be written via this new system, called "teleticketing".

"Up to now," he said, "we've had to use other airlines' computerized ticketing capabilities to transmit ticket information to travel agencies."

The new system offers a convenience to agencies by eliminating the need for their customers to stand in line at airports, Ohler said.

"It should result in travel agents booking an increased number of passengers on our airline," he added.

Here's how it works:

The travel agent makes a flight reservation with Hughes Airwest for a customer. The booking is fed into the Los Angeles reservation center where a facsimile ticket appears on a screen.

A reservation agent fills in the blanks on the ticket by pushing the appropriate series of buttons on a keyboard. The information then is sent to the computer in Charlotte over telephone lines.

It is returned to the originating travel agent or commercial account office on its own teleticketing receiving machine, where the passenger's ticket is automatically printed for him.

"The entire process takes only a few minutes," Ohler said.

FICA tax boosted—again

Uncle Sam's gotcha . . . again!

The amount of employe annual earnings from which Social Security (FICA) will be deducted has been boosted to \$13,200 from the \$12,600 level set at the first of the year and announced in last month's newspaper.

The percentage of withholding remains the same at 5.85 per cent.

The higher taxable amount, as set by Federal law, thus establishes a new maximum annual FICA deduction of \$772.20, according to **Tracy Hornbuckle**, supervisor of disbursements and payroll in San Mateo.

Gilmore to head interliners

Ron Gilmore, district sales manager in San Francisco, has been elected president of the San Francisco Interline Club for 1974.

He heads a slate of officers and directors that include representatives from TWA, Air New Zealand, United, Western and Northwest.



MEXICAN STATION AGENTS—Twelve station agents from the five airports served by Hughes Airwest in Mexico attended a two-week indoctrination class last month in Guadalajara. Regional station instructors were Jim McGill, San Mateo, and Bob Butler, Salt Lake City. Pictured above are (from left) agents Jorge Calderon, La Paz; Jose Lozano and Yolanda Trujillo, Guadalajara; Roberto Ramirez, Guaymas; instructor Butler; Hugo Gomez, Puerto Vallarta; Marina Valdez, La Paz; Julio Henriques, Guadalajara station manager; and Mazatlan agents Rafael Sanchez, Jorge Hernandez, Andres Morales and Ramon Gomez. Also in the class was Sara Martinez, Guaymas agent, who is not pictured.

MANPOWER UTILIZATION

Seven in marketing reassigned, get new tasks

Seven marketing employes have been reassigned or given additional duties in an effort to better utilize manpower.

They are:

Pat Braden, manager of convention sales, who will assist **Narm Hansen**, system manager of group sales, in assembling tours designed to attract travelers who usually take their vacations by automobile.

Beverly Boyle, coordinator of passenger systems training, promoted to manager of central seat control.

Robert Donahue, director of cargo sales and administration, now is responsible for charters, with **Walt Kupper**, manager of charter sales, reporting to him. Donahue also will be responsible for maintaining large sales promotion displays.

Russ Ford, telephone sales manager in Los Angeles, reassigned to handle procedures and training in the telephone sales and passenger systems department.

Patti Reynolds, manager of central seat control, reassigned to supervisor of seat inventory with responsibility for obtaining the maximum use of a reduced number of available seats in 1974.

Gil Roman, manager of telephone sales training and procedures, transferred to sales promotion.

Juan Sparhawk, Mexico sales manager in the U.S., named manager of the company intermediate cities marketing program. The post was vacated by **Skip Clem-**

ens, who was named to the resident management staff of Air Liberia. Sparhawk also will continue to be responsible for sales efforts in Reno.

Expo '74 World's Fair bears rich heritage of Pacific Northwest

When it comes to world's fairs, you can't beat the Pacific Northwest.

Since the turn of the century there have been four of them.

First was the Lewis and Clark Centennial Exposition in Portland in 1905. It commemorated the 100th anniversary of Lewis and Clark's exploration of the Northwest.

Second was the Alaska-Yukon-Pacific Exposition in 1909. It was held to "correct the common impression that Alaska and the Yukon are nothing but countries of cold and gold".

Third was Century 21 in Seattle in 1962. Its theme was the space age.

All attracted millions of visitors and all benefited the communities in which they were held.

The latest is the Expo '74 World's Fair that opens in May in Spokane with an environmental theme—and Hughes Airwest as its official airline. Nearly 5,000,000 visitors are expected to attend Expo '74.

Hughes Airwest's Johnny Miller is 1974's big winner

Johnny Miller, our own touring pro, has become a golfer to be reckoned with.

He became the first in history to win the three opening events on the U.S. tour when he captured the \$150,000 Dean Martin-Tucson Open—co-sponsored last month by Hughes Airwest.

His first win this year was the weather-abbreviated Bing Crosby National Pro-Am at Pebble Beach. His second was the Phoenix Open.

So far this year the consistent par-breaker has received more than \$100,000

COMMERCIAL DATES

Hughes Airwest's new television commercial featuring Johnny Miller and Bob Hope, was telecast in the Los Angeles, San Francisco, Tucson and Phoenix areas beginning in mid-February.

Employees in the three latter cities may see the commercials during the Doral Open golf tournament next month on the following stations at approximately the time indicated:

SAN FRANCISCO (KGO-TV)—Mar. 9, just before the tournament telecast at 11:30 a.m.; Mar. 10, during the telecast between 11 a.m. and 1 p.m.

TUCSON (KGUN-TV)—Mar. 9, between 11:30 a.m. and 1 p.m.; Mar. 10, between 11 a.m. and 1 p.m.

PHOENIX (KTVK)—Mar. 9 between 11:30 a.m. and 1 p.m.; Mar. 10, between 11 a.m. and 1 p.m.

to become the leading money winner on the 1974 pro circuit.

This includes \$3,000 he received from Hughes Airwest under terms of his contract with the airline. He gets \$1,000 for any regular PGA tournament win and \$2,500 for any of the four major tournaments, such as the U.S. Open.

The current U.S. Open champion, in addition to being the first golfer ever to sweep the first three tournaments in a year, is the first since Arnold Palmer in 1962 to win any three consecutive American golfing events.

Miller recently completed filming a television commercial for Hughes Airwest with comedian Bob Hope, who offered his services without charge to advertising director **Hugh Davis**, a long-time friend.

The commercials will be aired on future golf tournament telecasts, Davis said.



POTTERY, ANYONE?—The redwood deck outside the employe cafeteria at the company's international headquarters recently served as the setting for an impromptu sale of pottery crafted by students at nearby San Mateo Junior College. The bargain prices attracted many employes.

Company gets new Las Vegas cargo facility

Hughes Airwest has moved into a new \$250,000 air freight and maintenance facility at Las Vegas.

December Sundancer cover honored as most creative by nation's art directors

The cover of the December issue of *Sundancer*, Hughes Airwest's inflight magazine, has been selected among the most creative illustrations of 1973 by the country's professional art directors.

The cover depicts the midsection of a black horse wearing a leather saddle with its horn in the shape of the head of an eagle.

It was created for the *Sundancer* by Phoenix artist Ed Mell Jr.

The honor was cited in *Art Direction*, a magazine devoted to visual communication, which called 1973 "a conservative creative year," but noted the December cover was one of "the exceptions".

OBITUARIES

Mrs. Elaine Hathcock, mother of **Leonard Hathcock**, programmer, Phoenix; Jan. 6.

Lloyd Bottemiller, brother of **Glenn Battemiller**, district sales manager, Seattle; Jan. 27.

William C. Allen Jr., father of **Bill Allen**, regional manager of cargo, Los Angeles; Feb. 7.

The leased structure covers 12,000 square feet and is located off Paradise Road at McCarran International Airport's "cargo row".

We previously had occupied two trailers.

Hughes Airwest flies more air freight out of Las Vegas than any other airline, said **Bob Donahue**, director of cargo sales and administration, in addition to handling cargo there for Frontier Airlines.

Half of the new facility, or about 6,000 square feet, will be used for tire and brake, radio and ground equipment shops.

About 75 per cent of our systemwide tire and brake maintenance work will be handled at the Las Vegas facility.

Included in the air freight area is a large walk-in cooler, which measures 10 feet high, 12 feet wide and 20 feet deep; and two lock-up areas for catering supplies and freight that requires security.

Lockers, a lunchroom and restrooms also are included in the new building.

Now you know

The scheduled airlines account for less than 5 per cent of the petroleum consumed in the United States, but account for more than 75 per cent of the nation's intercity passenger miles of public travel, according to the Air Transport Association. For overseas travel, more than 95 per cent is by air.

SERVICE ANNIVERSARIES

These employes celebrate service anniversaries during February.

TWENTY YEARS

PHOENIX—**Luther Chinberg**, lead technician. SPOKANE—**Gale Briggs**, technician.

FIFTEEN YEARS

SEATTLE—**Joseph Harvitz**, lead technician. PHOENIX—**Arnold Peterson**, supervisor accessory overhaul. GREAT FALLS—**Jerald Dansereau**, technician. BOISE—**Hammer Williams**, technician. SEATTLE—**John Lievero**, ticket agent. SPOKANE—**Donald Mackey**, station agent.

TEN YEARS

LOS ANGELES—**Rudy Mago**, technician. **Burton Gilman**, chief reservation agent. PHOENIX—**Arthur Holland**, statistical surplus. LAS VEGAS—**Dale Dunson**, technician. SAN FRANCISCO—**Pepe Tuimavave**, ground service. **Heddi Lindberg**, flight attendant. TUCSON—**Robert Justen**, station agent. TWIN FALLS—**Melvin Robison**, station agent.

FIVE YEARS

PHOENIX—**Donald Mains**, **LeRoy Neufeld** and **William Lomayesva**, statistical clerks. **Roger Land**, station agent. **Joann Harrison** and **Linda Immerfall**, flight attendants. PORTLAND—**John Smith**, cleaner. SEATTLE—**James Johnson** and **James Britt**, station agents. IDAHO FALLS—**Herbert McMichael**, station agent. CALGARY—**Allen Selgensen**, station agent. SEATTLE—**Linda Berry**, **Barbara Klesalek** and **Cheryl Gaddis**, flight attendants. SANTA ANA—**Marvin Roundtree**, station agent. LAS VEGAS—**Melodee Black**, **Nancy MacMillan** and **Gayle Namanny**, flight attendants. SAN FRANCISCO—**Jean Nelson**, secretary. **Cheryl Armstrong** and **Ann Eastman**, reservation agents. **Erl Therrien**, executive secretary. **Alice Lape**, intermediate accounting clerk.

TRANSITION

WELCOME ABOARD—**Janice Wehe**, **Marilyn Trumper** and **Vivienne Reed**, reservation agents, San Francisco. **Marlys Szabo**, secretary, Seattle. **Barbara Ansell**, computer operator, Phoenix. **Ruth Kennedy**, clerk typist, San Francisco. **John Belikiewicz**, **Glenn Hansen** and **Stephenie Nausid**, reservation agents, Seattle. **Edwin Tiedemann**, **Theresa Miller**, **Rocque Amaya**, **John Dwight**, **David Peckman**, **Esperanza Candia** and **August Roland**, reservation agents, Los Angeles. **Louis Silva**, cleaner, San Francisco. **John Lynch**, labor relations representative, Phoenix. **Fritz Kuester**, technician, Phoenix.

RETIREMENTS—**Phillip Horne**, Seattle, after 22 years with the company. **Vivian Gertz**, San Francisco, after 24 years.