

Expo '74 to open; we're ready for it as official airline

The World's Fair, Expo '74, opens May 4 in Spokane and, as its official airline, we're ready for it.

We've spent more than \$300,000 to help promote it and have exposed thousands of travel agents and civic leaders throughout the West to its virtues.

Among our major contributions will be the establishment of a ticket office within the fairgrounds.

It will be manned by three agents from 10 a.m. to 10 p.m. daily during the fair's six-month run. They are **Bob Blair, John Swan and Mike Brown.**

The 300-square-foot office will be decorated in our bright Sundance colors and corporate logo. Murals will depict our

HUGHES AIRWEST

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many resort destinations. Glass will be used extensively.

A color television set hooked up to a video tape machine will show movies on selected destinations.

Computer Capability

Don Cooper, northwest marketing manager and Expo '74 coordinator, said the new office will contain a computer to reconfirm or change reservations, and book tours for side trips to such destinations as Calgary, Glacier National Park, Seattle, Sun Valley, Las Vegas and Disneyland.

In addition to the fairgrounds ticket office, Cooper said, we are installing covered jetways at all gates at Spokane International Airport to better accommodate the more than 65,000 additional passengers we expect to fly to Spokane between now and Nov. 3.

Ground hostesses will meet all incoming flights as well, he said.

We currently have two full-time reservation agents in Seattle booking Expo '74 visitors into hotels and arranging tours.

(Continued on page 6)



THREE DECADES OF SERVICE—A 103-seat Hughes Airwest DC-9 dwarfs the four-seat, single-engined Cessna Airmaster that was used by Zimmerly Air Transport, our earliest predecessor airline, to inaugurate air service in Idaho 30 years ago. Gathered on the ramp after a civic birthday celebration in Boise are (kneeling from left) Bert Zimmerly Jr., son of the founder of Zimmerly Air Transport who piloted the first flight between Lewiston and Boise; and Jack Wise of Phoenix, one of Zimmerly's first interstate pilots.

Standing (from left) are Bob Cansdale, who flew the first scheduled flight for Empire Airlines, the company after Zimmerly; Fred Zimmerly, brother of the founder; George Cooke, one of Zimmerly's first interstate pilots; Gwin Hicks, co-founder of Empire; Mrs. Bert Zimmerly Sr., honored guest and widow of the founder; George Solomon, another of the original interstate pilots; and Don Cooper, northwest marketing manager. (See story, other photos on pages 4, 5 and 7.)

Four traffic records shattered in March; load factor tops 63%

Hughes Airwest shattered four traffic records in March.

All-time monthly highs were established by passenger boardings, revenue passenger miles, load factor and density.

Systemwide boardings were nearly 334,400, up 20.1 per cent from 278,300 last March.

Revenue passenger miles (RPMs) exceeded 130,623,600, up 27.7 per cent from 102,268,500.

Load factor (the percentage of seats filled) climbed to 63.3 per cent, up from 49.8 per cent.

Density (the average number of passengers flying per mile) was 52.4, or a 31.3 per cent boost from 39.9.

Previous all-time highs and the months in which they were set were 325,600 boardings and 124,227,000 RPMs last August, a 61 per cent load factor in February of this year and a passenger density of 51.4 in January, 1972.

Available seat miles (ASMs) last month were nearly 206,492,000, or slightly more than the 205,484,200 a year ago.

First Quarter Performance

During the first three months of the year, we boarded nearly 917,400 passengers, or 18 per cent more than the 777,400 in the first quarter of 1973.

RPMs exceeded 360,936,000, up 26.4 per cent from 285,598,000.

Load factor increased to 60.5 per cent from 48.2 per cent.

Passenger density jumped nearly 30 per cent to 50 from 38.7.

Available seat miles edged upward to 596,824,700 from 592,579,200.

February Results

February's load factor of 61 per cent led nearly all categories that month, including passenger boardings, revenue passenger miles (RPMs), available seat miles (ASMs) and passenger density (the number of passengers flying per mile). It was the best February in our history.

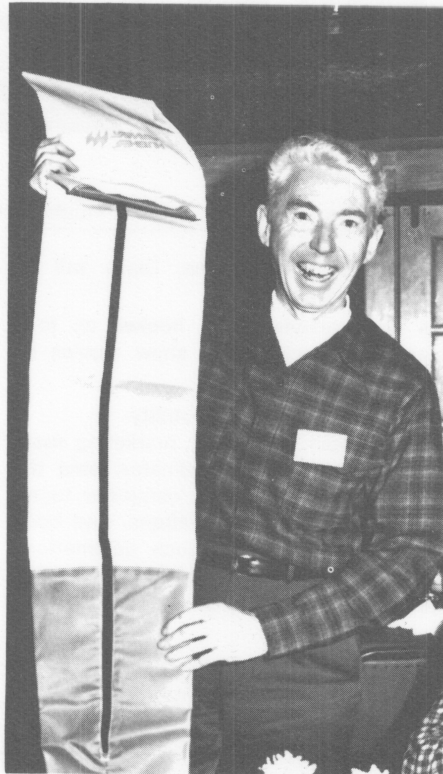
Boardings climbed 18 per cent to 288,000 from 244,000.

RPMs increased 26 per cent to 112,487,300 from 89,290,500, while ASMs advanced slightly to 184,256,300 from 182,740,300.

Density averaged 50.5 versus 39.2 a year ago, or a gain of nearly 30 per cent.

During the first two months of the year, boardings increased 16.8 per cent to 53,000 from 499,000.

RPMs rose 25.6 per cent to 230,312,500 from 183,329,600.



HONORED SKI AMBASSADOR—Verne Varcoe, San Mateo dispatcher and 16-year company veteran, holds up a Hughes Airwest ski bag he received for taking the most trips as a volunteer Ski Ambassador aboard our Saturday-only winter ski jets to Twin Falls, gateway to Sun Valley. He went on three. The presentation was made at a party for the goodwill Ambassadors last month in Sun Valley. It was attended by 22 of the nearly 60 employees who accompanied skiing passengers aboard ski jets from San Francisco, Los Angeles, Seattle and Santa Ana. Norm Hansen, system manager of group sales in San Mateo and Ski Ambassador coordinator, said the program will be repeated next winter.

S.F. Employee Club elects '74 officers

The following have been elected 1974 officers for Hughes Airwest's Employee's Club in San Francisco:

President—**Tom Bailey**, district sales manager in Oakland; vice president—**Walt Kupper**, manager of cargo sales, San Mateo; secretary—**Carole Siekierski**, secretary-stations administration, San Mateo; and treasurer—**Lynne Manning**, marketing analyst, San Mateo.

Load factor jumped to 59 per cent from 47.4 per cent, while density climbed 27.9 per cent to 48.6 from 38.

ASMs increased slightly to 390,332,800 from 387,094,900.

3-D CORPORATE MARK GREET'S OUR VISITORS

A three-dimensional corporate mark is standing tall outside the entrance to our International Headquarters in San Mateo.

It already has served as a photographic backdrop for employees and visitors.

The brushed stainless steel monument is six feet high and six feet long.

See photo on page 8

It weighs about 200 pounds and is balanced on a single center pedestal. The two outside lower points are supported to prevent swaying.

The diamond-like mark, which can be illuminated at night, rests on a 16-foot-diameter exposed aggregate pad that also contains two benches. The pad is flanked by five 30-foot flag poles.

Although it's not been formally dedicated, the monument is well entrenched in the company's procedural mill.

It's already wearing properties tag No. 39038—just for the record.

TRAFFIC SCOREBOARD

	Feb., '74	Feb., '73	% Change
PAX	288,017	244,162	+18.0
RPM	112.4 mil.	89.2 mil.	+26.0
ASM	184.2 mil.	183.0 mil.	+ 0.8
Load Factor	61.0%	48.9%	
PAX density	50.5	39.2	+28.8
Cargo ton miles	630,964	580,992	+ 8.6
Cargo tons brd.	1,645	1,556	+ 5.7
On-time	78.7%	81.6%	

	Year-to-Date		
	1974	1973	% Change
PAX	583,009	499,125	+16.8
RPM	230.3 mil.	183.3 mil.	+25.6
ASM	390.3 mil.	387.0 mil.	+ 0.8
Load Factor	59.0%	47.4%	
PAX density	48.6	38.0	+27.9
Cargo ton miles	1.2 mil.	1.2 mil.	+ 4.7
Cargo tons brd.	3,323	3,262	+ 1.9
On-time	71.8%	80.0%	

	March '74	March '73	% Change
PAX	334,386	278,345	+20.1
RPM	130.7 mil.	102.2 mil.	+27.7
ASM	206.4 mil.	205.4 mil.	+ 0.5
Load Factor	63.3%	49.8%	
PAX density	52.4	39.9	+31.3
Cargo ton miles	687,601	696,650	- 1.3
Cargo tons brd.	1,793	1,813	- 1.1
On-time	73.4%	85.3%	

	Year-to-Date		
	March '74	March '73	% Change
PAX	917,395	777,470	+18.0
RPM	361.0 mil.	285.6 mil.	+26.4
ASM	596.9 mil.	592.6 mil.	+ 0.7
Load Factor	60.5%	48.2%	
PAX density	50.0	38.7	+29.2
Cargo ton miles	2.0 mil.	2.0 mil.	+ 2.5
Cargo tons brd.	5,116	5,075	+ 0.8
On-time	72.4%	81.8%	

EFFECTIVE MAY 1

Four additional DC-9 jets, more weekly departures to increase available seat miles by seven million in new summer schedule

Four more DC-9 jets and an increased number of weekly departures are among highlights of our new systemwide summer schedule, effective May 1.

The restoration of 140 weekly departures brings our level of operations to nearly what it was before January's flight reduction caused by the fuel shortage.

The total will be boosted to 2,953, or slightly below the pre-cutback level of 3,065.

Chico, Redding and Santa Maria will join the ranks of all-jet cities this summer with evening DC-9s replacing F-27 prop-jets, which are being phased out.

Total available seat miles will be increased by more than 7,000,000 over the 53,400,000 in the previous schedule.

The new schedule is geared to accommodate an anticipated peak in summer vacation travel throughout the West sparked by the six-month run of the World's Fair, Expo '74, in Spokane.

Among other highlights of the new schedule are:

—A fourth nonstop jet between San Francisco and Eureka.

—A third round-trip jet to Spokane from Los Angeles and Las Vegas.

—A new daily jet through Yuma and El Centro.

—A new nonstop jet between Portland and Salt Lake City.

—A fifth round-trip jet between Phoenix and Santa Ana and a third between Phoenix, Ontario and Burbank.

—Establishment of an all-jet route between Los Vegas and Ontario.

The four new jets, accommodating 75 passengers each, will boost to 27 the number of DC-9s in active fleet service. They are among 13 jets purchased in the last 18 months to achieve our goal of becoming an all-jet airline by 1975.



C9-A TEAM—More than 50 Phoenix employees (above) gather in front of the fourth and last U.S. Air Force DC-9-30 jet to be converted by them into a C9-A configuration for aeromedical evacuation of military personnel. This work force put in nearly 38,000 man hours since last September converting the four jets under a contract amounting to about \$600,000 in billings. The C9-A

project represents only one facet of outside work being done in Phoenix. Other outside programs include work on small executive jets and DC-9s for McDonnell Douglas Corp. and other airlines and the training of pilots and mechanics under agreement with many airlines around the world. It took about 45 days to complete the work on each plane.



WINGS OF THE PAST—George Cooke of Boise, a retired pilot who flew the first interstate routes for Zimmerly Airlines, one of our earliest predecessor companies, holds a display of wings he has worn during his long career.



HAPPY BIRTHDAY—Don Riley (right), president of the Greater Boise Chamber of Commerce, presents a plaque to Russell V. Stephenson, vice president of marketing, in recognition of our 30 years of air service in Boise and the State of Idaho.

'HUGHES AIRWEST DAY'

Civic celebration in Boise honors 30 years of service

April 11 was "Hughes Airwest Day" in Idaho. It, and other kudos, came during a civic birthday party in Boise in recognition of our 30 years of air service in the Gem State.

It also sparked a commitment by the Greater Boise Chamber of Commerce to seek the establishment of a statewide airline Hall of Fame that would contain relics from Idaho's aviation past.

One such relic could be the original single-engined Cessna Air-master used by Zimmerly Air Transport, our earliest predecessor company, to introduce air service in Idaho. The four-seater was displayed during the celebration.

Guest of Honor

Guest of honor was Mrs. Bert Zimmerly Sr. of Portland, widow of the founder of Zimmerly Air Transport, and Gwin Hicks of Olympia, Wash., co-founder of Empire Airlines, the carrier subsequent to Zimmerly.

Three pilots, now retired, who flew Zimmerly's first interstate routes, also were special guests.

They are George Cooke of Boise, George Solomon of Seattle and Jack Wise of Phoenix.

Other guests included Bert Zimmerly's brother and early partner, Fred, and son, Bert Jr.; Boise mayor Richard Eardley; Darrell Manning, director of the Idaho Department of Aeronautics; Idaho secretary of state Pete H. Cenarrusa, who represented Gov. Cecil D. Andrus; and Don Duvall, airport manager.

Representing the company were **Russell V. Stephenson**, vice president of marketing; **Don Cooper**, northwest marketing manager; **Charles Coe**, Boise station manager; and **Joe Buskirk**, veteran pilot from Seattle.

'A Great Credit'

In presenting the Hughes Airwest Day proclamation signed by Governor Andrus, Cenarrusa acknowledged our three decades of service as "a great credit to this country, particularly to the State of Idaho and all of the West."

Congratulatory telegrams were received from U. S. Senators Frank Church and James McClure of Idaho.

The luncheon, held at Boise Municipal Airport, was attended by about 200 Boise community leaders as well as former pilots and stewards from Empire.

Mayor Eardley cited "the importance of flight service in this day of progress in modern transportation" and "the cardinal role Hughes Airwest has played in this community" in a proclamation from the City of Boise.

Congratulatory Scroll

A congratulatory scroll also was presented to the company by Chamber president Don Riley.

After accepting the many tributes, Stephenson presented a plaque to the chamber in appreciation of Boise's continuing community support during the last 30 years.

Mrs. Zimmerly concluded the luncheon by cutting a large birthday cake colorfully decorated with a Hughes Airwest DC-9.

Exhibits prepared by **Carol Burgess**, secretary in the Boise sales office, were prominently displayed. They featured news clippings and posters depicting our growth in Boise during the years that followed with Zimmerly, Empire, West Coast Airlines and Air West, Inc.

(Continued on page 7)



30-YEAR SPAN—Mrs. Bert Zimmerly Sr., widow of the founder of Zimmerly Air Transport, our earliest predecessor airline, and Zimmerly's brother and early partner, Fred, examine a poster of the types of aircraft used in our 30-year history—from a four-seat Cessna Airmaster in 1944 to a 103-seat DC-9 jet flown today.



LOOKING BACK—Gwin Hicks of Olympia, Wash., co-founder of Empire Airlines, looks at photographs and newspaper clippings from 30 years ago that herald the inauguration of commercial air service in Idaho by Zimmerly Air Transport, our earliest predecessor airline, before it became Empire.



CONTRASTS—A DC-9 jet and a single-engined Cessna Airmaster, the first aircraft used by our earliest predecessor, Zimmerly Air Transport, attract the attention of (standing from left) Jack Wise of Phoenix, George Cooke of Boise and George Solomon of Seattle, Zimmerly's first interstate pilots. Kneeling is Gwin Hicks, co-founder of Empire Airlines, the carrier that followed Zimmerly.



62 MORE CITIES—The first scheduled run between Boise and Lewiston in 1944 by Zimmerly Air Transport, our earliest predecessor airline, has grown to 64 cities. Our current route map is examined here by (from left) Charles Coe, Boise station manager, Boise mayor Richard Eardley and airport manager Don Duvall.

Hughes Airwest sponsoring Explorer 'Flight'; they're learning what makes an airline tick

Sixty eager Explorer Scouts are learning what makes an airline tick.

They are members of "Flight No. 888", the first Scout group to be sponsored by Hughes Airwest.

Chief advisor **Jack Wallace**, manager of management development, said the Flight (officially called a Post) was formed to furnish knowledge and experience to help the youth make a sound decision regarding a possible airline career.

"As sponsor," he said, "we provide the semimonthly meeting space in our International Headquarters and programming."

About 30 Explorers were expected at their first meeting in early March. Nearly 100 showed up. The Flight now numbers about 60 with a waiting list of applicants.

Meetings consist of presentations on such operations as customer services, reservations, flight control, airport ticketing, airline security, maintenance and servicing as well as industry history.

Other employees assisting Wallace include **Jean Wade**, assistant to the vice

president of marketing; **Capt. Carl Mauck**; and **Jim Price**, manager of schedule production.

Other advisors include marketing vice president **Russell V. Stephenson**; operations vice president **Ed Altman**; **Richard Fitzgerald**, staff vice president of regulatory affairs; **Dick Queenan**, senior director of special projects; **Stan Goc**, manager of customer service systems; **Arch Miller**, senior director of marketing; **Capt. Earl Spencer**; **John Malloy**, manager of security; customer service instructor **Dick McKelvey**; **Bob Brandia**, manager of station procedures; **Walt Kupper**, manager of charter sales; **Pat Braden**, convention sales manager; stewardess **Jeannie Koreltz**; secretaries **Pricilla Mahnken**, **Lucy Matzley** and **Fay Minto**; and accounting clerk **Billie Peterson**.

S.F. TICKET OFFICE FINDS FLOWER POWER

Hughes Airwest found its true flower power this month in San Francisco.

It came in the form of an honorable mention in the city's Maiden Lane Daffodil Festival for a display in our city ticket office window. Agent **Darrell Knox** designed the exhibit.

(Ed's. note: Thanks for the tip, district sales manager **Ron Gilmore**. It's whatever turns you on!)

In case you wondered

The X-ray devices used to improve airport security, for which the airlines are spending more than \$5 million, can examine a piece of carry-on baggage in one to three seconds.



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SERVICE ANNIVERSARIES

These employes celebrated service anniversaries during March.

TWENTY YEARS

LEWISTON—**David Tarola**, station agent.

FIFTEEN YEARS

SAN FRANCISCO—**William Brewer** and **James Martin**, captains. **James Wright**, dispatcher. **Dick Allard**, manager property services. SEATTLE—**Billie Taylor**, captain. PHOENIX—**Lee Zambon** and **Jerry Lader**, technicians. **Paul Lorange**, lead technician. **Robert Akey**, engineering technician. BOISE—**Ray Westfall**, technician. LAS VEGAS—**Millie Archuleta**, secretary.

TEN YEARS

PASCO—**Betty Harris**, ticket agent. SEATTLE—**Gary Anderson**, station agent. **Pamella Page**, flight attendant. SALT LAKE CITY—**Gay Lincoln**, station agent. SAN FRANCISCO—**Andy Mathay**, director printing & offices services. LOS ANGELES—**Roberto Valdez**, lead technician. PHOENIX—**Alberta Saye**, reservation agent.

FIVE YEARS

LAS VEGAS—**Paralie Kaats**, junior clerk. **Edward Mixon**, ground service. TUCSON—**John Threloff**, station agent. PHOENIX—**Barbara Tabaka**, data processing control clerk. SAN FRANCISCO—**Joann Kyllonen**, secretary. **Tony Naumezik**, manager disbursements and payroll.

A conversation dropper

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

Expo '74 to open; we're ready for it as official airline

(Continued from page 1)

In addition, Expo '74 decals are being affixed to the outside of our aircraft. All stewardesses will wear Expo '74 serving smocks and stewards will wear colorful neckties. Both will wear World's Fair promotional buttons. Special Expo '74 cocktail napkins and cups will be used aboard all flights systemwide.

Our promotion of the World's Fair began last October, when we were selected as its official carrier.

Many Accomplishments

Since then we've accomplished the following throughout our system:

—Hosted more than 100 breakfast seminars on the fair, which were attended by more than 6,000 travel agents.

—Escorted nearly two dozen familiarization tours to Spokane comprising travel agents and public contact employes of other airlines.

—Shown a special Expo '74 film to more than 30,000 community leaders in about 300 service clubs.

—Distributed more than 3,000,000 pieces of printed material promoting the fair.

—Displayed more than 2,000 Expo '74 poster exhibits at ticket counters and public contact offices.

—Sold thousands of discount tickets to the Fair at all our ticket counters.

—Published many articles in our in-flight magazine, the Sundancer.

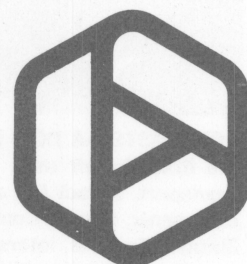
—Reached nearly 50,000,000 persons in the U.S., Europe and Asia through news and feature stories on television and in newspapers and magazines.

—Launched an advertising program with a series of radio spots in Los Angeles, Phoenix, Tucson and Las Vegas for six weeks as well as featuring Bob Hope in a television commercial in Los Angeles.

EXPO '74.

Official

Airline



Civic celebrations in Northwest honor 30 years of air service

(Continued from page 4)

Similar Lewiston Celebration

After the Boise celebration, guests and company representatives flew to Lewiston for a similar birthday ceremony. By coincidence, the pilot of the jet to Lewiston was **Bob Cansdale**, who flew the first scheduled trip for Empire.

In Lewiston, honored guests also included retired pilots Stan Hepler and Ivan Gustin, both of Lewiston, who flew the first intrastate routes for Zimmerly Airlines.

Also in Lewiston were **Juan Sparhawk**, sales manager of intermediate cities, and station manager **Jim Barrott**, who arranged the event there.

Lewiston civic officials on hand included city manager Armond Werle; chamber of commerce president John Church; Bob Gregg, chairman of the Lewiston Airport Commission; Ray Spear, chairman of the chamber's aviation committee; and airport manager Clye Martin.

How It All Started

The round-trip April 11 inaugural (called experimental) Cessna flight from Lewiston to Boise was piloted by Zimmerly. In June, 1944 it became a scheduled run.

In July, intrastate service was extended to five other cities in Idaho with a total route network of 580 miles. Zimmerly Air Transport operated this service for 18 months as Zimmerly Airlines under an Idaho certificate issued by the governor's office.

In 1946, Zimmerly Airlines became Empire and began interstate service into Washington and Oregon under a Civil Aeronautics Board certificate.

In 1952, West Coast purchased Empire and in 1959 service was extended into Montana, Utah and Northern California.

Mike Wilson elected to two industrywide ATA-aided posts

Mike Wilson, director of revenue accounting in San Mateo, has been elected to two industrywide posts.

He is this year's chairman of the Air Transport Association's 26-member revenue accounting committee, an organization formed to discuss problems related to interline fare billings.

He also has been elected vice president of the Airlines Clearing House, sponsored by the ATA. This group, comprising 80 airlines, permits the nation's carriers to settle more than \$250,000,000 in monthly interline billings among themselves.

Before you ask

The San Francisco reservations center, the largest of four throughout the system, mails out more than 18,000 tickets to passengers each year.



BIRTHDAY CAKE—Mrs. Bert Zimmerly Sr., widow of the co-founder of our earliest predecessor airline, cuts a large birthday cake decorated with a DC-9 Sundance jet during a gala civic ceremony in Boise honoring our 30 years of air service in the Gem State.

Q & A CORNER

Q. Are there any female station agents on our system? If not, would the company hire females for a station agent position?

A. We do have female station agents and we will be hiring more. (From **Ronald Carlson**, staff vice president of industrial relations.)

Q. Does anyone in central seat control (CSC) or reservations monitor any of the LAX-PSP-LAX flights as far as conventions and group bookings are concerned?

A. CSC does monitor the flights for groups and is aware of the wait list situation in the LAX-PSP-LAX market. Past investigations revealed that, as a result of the fuel crisis, many passengers were booking duplicate reservations on airlines serving these segments. This has resulted in numerous no-shows that are replaced by the wait listed passengers. As a result of the fuel situation and the lack of spare equipment, extra sections have been reduced to a minimum. With our current schedule being so tight, special stops will normally delay downline flights. Again, we certainly are aware of the problems and will take action when possible. (From **Arch Miller**, senior director of marketing.)

Q. Why does reservations give a passenger a 30-minute time limit at the airport to pick up his ticket when there are three legs of space or more involved in his passenger name record (PNR)? It would seem that the passenger could at least come out the day before or we could set up ticket-by-mail or have an agency write it.

A. Approximately 56 per cent of our system reservations is made within 72 hours of flight time. In all cases, advance ticketing is stressed by the telephone sales agent. However, due to circumstances, some customers are not able to pick up their tickets before check-in time. We can't require more than 30 minutes check-in due to competition of the automobile on short flights and because our competitors require only 30 minutes. (From **Arch Miller**.)



NEW FLIGHT ATTENDANTS—Hughes Airwest's 22 new flight attendants gathered around the new corporate mark at International Headquarters after their graduation earlier this month. The new Sundance Kids are assigned to Seattle. They are, from left (front row), Ray Ihrke of Renton, Wash.; Kirk Graham, Sacramento; Leon Guidry, Lafayette, La.; Scott Underwood, Columbus, Ohio; Joseph Wood III, Brooklyn, N.Y.; Barry Liss, Morristown, N.J. (Back row) Marilyn Frangadakis, San Francisco; Marilyn Johnson, Waco, Tex.;

Jane Quan, Phoenix; Georgette Botti, San Diego; Jamie Serino, Las Vegas; Lynn Yonemoto, San Jose; Geneva Baskerville, Berkeley; Rhonda Ramsel, Redding; Jenny Dempsey, Galveston, Tex.; Susan Schwartz, Phoenix; Deborah Hankins, San Francisco; Robyn Culley, Palo Alto; Andrea Crews, New Orleans; Linda Creciat, Hollywood; Karyn Bouldin, Washington, D.C.; and Louise Navarro, San Jose.

TRANSITION

WELCOME ABOARD—Charlene Takeguchi and Sharon Wheeler, reservation agents, Los Angeles. Margaret Porter, reservation agent, Seattle. LaRae Rudy, clerk typist, Salt Lake City. Claudelle Caldwell, transcription operator, Phoenix. JoAnn Rector, reservation agent, San Francisco. Charlsie Abernathy, junior clerk, Phoenix. Linda Dorticcas, reservation agent, San Francisco. John Lynch, labor relations representative, Phoenix. Joan Brown, secretary, San Francisco. Leonard Arguelles, June Mascianica, Kathleen Marlow, Lynda Burton, Linda Haley, Lea Everett, Parthenia Batiste and Therese Shaydak, reservation agents, Los Angeles. Glenda Hanna, Florence Distasi,

Gloria Bonilla and Mary Speicher, reservation agents, Phoenix. Linda Dowrey, reservation agent, Seattle. Constance Suzuki, reservation agent, San Francisco. Kathy Piper, transcription operator, Phoenix. William Nelson, Catherine Bondo, Richard Giles, Vance Nelson and Helen Stell, reservation agents, Seattle. Teri LaBelle, Susan Fleming, Helene Simoncini, Debbie Wilson, Susan Casazza and Joyce Fuller, reservation agents, San Francisco. William Bates, Michael Clark, Lawrence Cattuzzo and Gary Egeland, technicians, Phoenix. Terence Lipke, cleaner, San Francisco. Jose Padilla, cleaner, Los Angeles. Michael Simpson, technician, Salt Lake City.

PROMOTIONS—Joseph Roman, to manager sales promotions, San Francisco. Margaret Gilliland, to assistant manager telephone sales, Los Angeles. Norita Bell, to senior transcription operator, Phoenix. Michael Brand, to chief reservation agent, San Francisco. Joyce Smith, Charla Stanton, Elizabeth Walker, Yvonne Minns, Ann Maria Hornbuckle, Irene Uehara, Ana Mas, Lorre McCormack and Wilhelmena Peterson to intermediate accounting clerks, San Francisco.

RETIREMENT—Calvin Troupe, building manager, Seattle, after eight years with the company.

U.S. airlines expect to carry 12 million more passengers in 1974, despite fuel cuts

The nation's airlines, based on first quarter traffic, will carry at least 12 million more passengers this year, despite eliminating flights to save fuel, according to an industry spokesman.

Paul R. Ignatius, Air Transport Association president, called for a statement of national policy on the continuing place and importance of tourism and other recreational travel in our national lives.

"In the allocation of fuel and other energy resources," Ignatius said, "we must

Systemwide work force catalogued by computer

Here's what our work force looks like to our computer, according to an industrial relations department report:

We have 2,437 men and 1,072 women. Of that number, 2,110 are married.

We also have a wide assortment of races and ethnic backgrounds. Caucasians number 3,179; Spanish, 193; Negro, 72; Orientals 55; and Indians, 10.

Educational levels also vary.

Some 234 employes are college graduates, 208 hold bachelor's degrees and 22 have master's degrees. Four have doctorates.

An additional 991 employes have some college credits. Business or technical degrees are held by 675 employes.

High school graduates total 533.

FINANCIAL RESULTS

	Feb., '74*	Feb., '73*
Operating revenue	\$12,001	\$ 9,336
Operating expense	10,397	9,433
Operating earnings (loss)	1,604	(97)
Non-operating earnings (loss)	(121)	(179)
Provision for taxes (loss)	16	—
Net earnings (loss)	1,467	(276)
Year-to-Date		
Operating revenue	\$24,059	\$18,802
Operating expense	21,499	19,322
Operating earnings	2,560	(520)
Non-operating earnings (loss)	(247)	(131)
Provision for taxes (loss)	16	—
Net earnings (loss)	2,297	(651)
March '74* March '73*		
Operating revenue	\$13,772	\$10,524
Operating expense	11,718	10,275
Operating earnings	2,054	249
Non-operating earnings (loss)	373	(207)
Provision for taxes	746	—
Net earnings	1,681	42
Year-to-Date		
Operating revenue	\$37,830	\$29,325
Operating expense	33,217	29,597
Operating earnings (loss)	4,613	(272)
Non-operating earnings (loss)	127	(337)
Provision for taxes	762	—
Net earnings (loss)	3,978	(609)

*All data in thousands.

make certain that travel receives a priority commensurate with its importance in an increasingly mobile society."

He added that public transportation can play a most effective role in preserving the benefits of tourism and other travel, while still conserving fuel.

Ignatius cited airline industry performance so far in 1974 as an example of how public transportation can absorb more traffic.

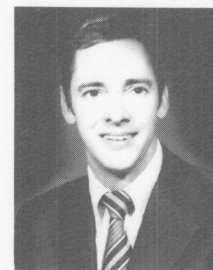
"Even after eliminating some 2,000 daily flights to save fuel," he said, "the domestic airlines continue to increase traffic volumes."

Passenger traffic was up about 5 per cent in January, more than 7½ per cent in February and more than 8 per cent in March. Preliminary reports show that air travel growth for the first half of April is even higher.

Airlines are on the way to surpassing by millions of passengers the record perform-

Julio Henriquez promoted to DSM post in Guadalajara

Julio Henriquez, former station manager in Guadalajara, has been promoted to district sales manager there.



Henriquez

He joined the company last May after many years experience with other airlines and with national and international travel and tourism organizations.

Henriquez, 37, is a native of Spain and was educated in Monterrey and Mexico City, Mexico.

He replaces Julio Laguna, who has been reassigned to Mexico City as assistant to Raul Fernandez, staff vice president and general manager for Mexico.

ance of 1973 in which they carried more than 200 million passengers for the first time, he said.

HERE'S HOW THE REGIONALS FARED IN 1973

Following are the financial results for 1973 from Aviation Daily, as reported by the eight local service airlines in the continental U.S.

	1973	1972	% Change
PIEDMONT (Not including general aviation division)			
Operating revenue	\$107,636,944	\$ 92,702,645	+16.1
Operating expense	98,277,386	83,931,129	+17.1
Net profit	2,806,443	2,808,495	
FRONTIER			
Operating revenue	\$127,294,000	\$108,857,000	+16.9
Operating expense	117,729,000	98,712,000	+19.3
Net profit	7,606,000	7,119,000	
NORTH CENTRAL			
Operating revenue	\$127,392,244	\$120,627,442	+ 5.6
Operating expense	115,391,108	108,272,125	+ 6.6
Net profit	6,447,130	7,535,878	
ALLEGHENY (includes combined Allegheny-Mohawk figures for 12 months of 1972; merger was effective April 12, 1972)			
Operating revenue	\$324,927,000	\$286,531,000	+13.4
Operating expense	304,889,000	269,789,000	+13.0
Net profit	6,212,000	3,806,000	
HUGHES AIRWEST			
Operating revenue	\$129,800,000	\$ 96,701,316	+34.2
Operating expense	123,300,000	94,176,034	+30.9
Net profit	4,600,000	1,909,721	
TEXAS INTERNATIONAL			
Operating revenue	\$ 77,200,000	\$ 73,048,127	+ 5.7
Operating expense	76,920,000	71,265,264	+ 7.9
Net profit (loss)	319,000	(1,113,000)	
OZARK (On strike April 19-July 5, 1973)			
Operating revenue	\$ 81,610,451	\$ 90,104,903	- 9.4
Operating expense	79,112,010	83,878,582	- 5.7
Net profit (loss)	(170,444)	2,561,792	
SOUTHERN			
Operating revenue	\$83,570,000	\$ 68,637,437	+21.8
Operating expense	82,081,000	65,744,417	+24.8
Net profit	416,748	1,600,317	

Annual Savings Bond drive begins May 6; employees urged to make paycheck allotment

The company's annual systemwide U.S. Savings Bond campaign gets under way May 6.

Employees will have until May 17 to sign up for the payroll savings plan, which authorizes regular allotments to be set aside from each paycheck for the purchase of Series E bonds at an increased 6 per cent interest.

Employees will be contacted individually by drive chairmen in each department.

"The amount of the paycheck allotment is up to the individual employee," said **C. A. (Mac) Myhre**, co-chairman of the 1974 in-house drive.

The amount withheld from an employee's paycheck will be dependent on the denomination of the bond and the frequency of payments selected.

Myhre said that regularity, rather than amount, is the secret of successful payroll bond saving.

Employees Urged to Participate

General manager **Irving T. Tague**, countywide chairman of the U.S. Savings Bond program in San Mateo, urged each employee to participate.

He said the company has established three goals for this year's drive. They are:

1. Enrollment of at least one of every two employees not now participating.
2. To obtain increased allotments from at least one of every two employees currently enrolled in the program.
3. To give every employee an opportunity to participate through personal contact during the drive.

"Savings Bonds can significantly add to an individual's financial security while, at

WIDE WEST TOURS TO EXPO '74

Hughes Airwest, Delta offering packages

Hughes Airwest has joined with Delta Air Lines to offer new Wide West tour packages that feature a visit to the World's Fair, Expo '74, in Spokane and a 25-per cent savings in air fare.

The reduced air fare is applicable, when purchased along with the basic tour package, from such cities served by Delta as Atlanta, Birmingham, Charlotte, Dallas-Ft. Worth, Jacksonville, Miami-Ft. Lauderdale, New Orleans, Orlando, Tampa and West Palm Beach.

It also applies to segments between all cities that we serve within each tour.

The tours will be offered from May 1 through Nov. 3.

Perk up your future.



Take stock in America.
Buy U.S. Savings Bonds.

the same time, relieve pressures on the national economy," Tague said.

The Series E bonds are accrual-type registered securities available in denominations of \$25 for a purchase price of \$18.75, \$50 for \$37.50, \$75 for \$56.25 or \$100 for \$75.

Their current rate of 6 per cent interest is compounded semi-annually, when held to maturity five years and 10 months after the date of purchase.

They carry an automatic 10-year extension privilege and may be exchanged at any time in multiples of \$500 for current-income Series H Bonds, which pay interest each six months by treasury check.

The most extensive package is the 14-day "Northwest Experience" that begins in Las Vegas.

It includes eight other popular destinations in the North American West: the Grand Canyon, Spokane, Calgary, Banff, Lake Louise, Los Angeles, Disneyland and Hollywood-Beverly Hills.

An eight-day "Expo '74 Adventure" tour also originates in Las Vegas. Other stops include Spokane, Los Angeles, Disneyland and Hollywood-Beverly Hills.

A third package, "Sun Tour," is for nine days and begins in Phoenix. It includes the Grand Canyon, Las Vegas, Los Angeles, Disneyland, Hollywood-Beverly Hills and San Francisco; but not Spokane.

Paper wins journalism awards at meeting of world airline editors

Hughes Airwest's employe publication won three major awards for outstanding journalism last month in competition with all the world's airlines and was unofficially named the best local service airline newspaper by a panel of judges.

Winners were announced at the annual Airline Editors Conference in Honolulu, sponsored by the Air Transport Association. **Larry Litchfield** accepted the awards for the public relations department and the company.

There were 32 awards in all, based on judging of the publications by the staff of the University of Missouri's school of journalism. Five went to local service airlines.

We won second place for the best creative idea, behind Flying Tiger Line; third place as the best over-all local service publication behind North Central and Piedmont; and third place for best use of format, behind Pan Am and United.

Phoenix credit union gets national award for savings success

Hughes Airwest's Federal Credit Union in Phoenix has received a national thrift honor award for success in stimulating savings among employees.

The award was presented by the National Credit Union Administration.

The Phoenix credit union, comprising about 2,200 members with savings exceeding \$2,620,000, has attained an above-average monthly growth rate of 2.4 per cent for accounts under \$20,000.

Terry O'Donnell, manager of data initialization and control, is president of the credit union; **Jon Lodwick**, engineering technician, is treasurer. It is managed by **Larry Ray**.

IN MEMORIAM

Mrs. Evelyn Hage, mother of **Harold Davidson**, agent, Reno, Feb. 20.

William Brandon, father of **Bill Brandon**, station agent, Tucson, March 3.

Agustin Lomeli, father of **Alicia Lomeli**, telephone sales agent, San Francisco, March 6.

Mrs. J. L. McCorthy, mother of **Mike McCarthy**, station agent, Las Vegas, March 27.

Vincent Sheridan, father of **Eileen Sheridan**, reservation agent, San Francisco, April 11.