

At presstime . . .

The company has purchased four DC-9-30 jets from Hawaiian Airlines, according to **Irving T. Tague**, general manager.

The four aircraft are scheduled for delivery next fall.

The purchase increases our jet fleet to 37 planes.

HUGHES AIRWEST



Vol. 6, No. 10

Hughes Air Corp.

November 1974

Awards of excellence



Two employees were recently honored for their "superior personal qualities and professional performance" at an executive luncheon in the board room at international headquarters. **Richard Manning**, chief station agent in Portland—with the company for more than 21 years—and **Edythe Ray**, Seattle chief reservations agent—with more than 15 years' service—were saluted for perfect attendance. In addition to company officers, others attending the luncheon were **Terry Hunter**, Portland station manager, and **Don Kotlarz**, Seattle assistant manager of telephone sales. **Irving T. Tague** (left), general manager, presented Awards of Excellence to **Miss Ray** and **Manning**, who was accompanied by his wife, **Shirleyan** (right).

Christmas parties planned in three cities

Employee Club Christmas parties have been scheduled in Phoenix, Seattle and San Francisco.

PHOENIX

Saturday, Dec. 21, at the Mountain Shadows; no-host cocktails at 6:30 p.m., dinner at 7:30 p.m.; \$6 per person. Live music and dancing. Contact **Bobbie MacKenzie**, ext. 361.

SEATTLE

Saturday, Dec. 21, at the Rainier Golf and Country Club; cocktails at 7 p.m., dinner at 8 p.m., live music and dancing at 9 p.m.; \$25 a couple including cocktails and wine. Contact **Jean Gray**, SEA ATO ext. 3047.

(Continued on page 7)

Company pursues Texas route exchange pact

The company will seek full Civil Aeronautics Board review of our route swap agreement with American Airlines in an effort to overturn a board examiner's recommendation against it.

Richard A. Fitzgerald, staff vice president of regulatory affairs, said we will file a petition for discretionary review by the CAB before the Dec. 2 deadline unless the board orders a review on its own initiative.

CAB Administrative Law Judge **Alexander N. Argerakis** issued an initial decision Nov. 11 denying the route exchange plan despite the board's Bureau of Operating Rights recommendation of approval last May.

Normally, a law judge's ruling becomes binding as the final order of the board 30 days after it is issued unless any party in the case files for CAB review or the board decides itself to review it.

"We feel that many points in the case were not fully considered by Judge Argerakis," Fitzgerald said, "and in some

(Continued on page 8)

FROM THROUGHOUT COMPANY

Ski Ambassador participants quadruple

A record 212 employees have signed up for the Ski Ambassador program—more than four times the number that participated last year.

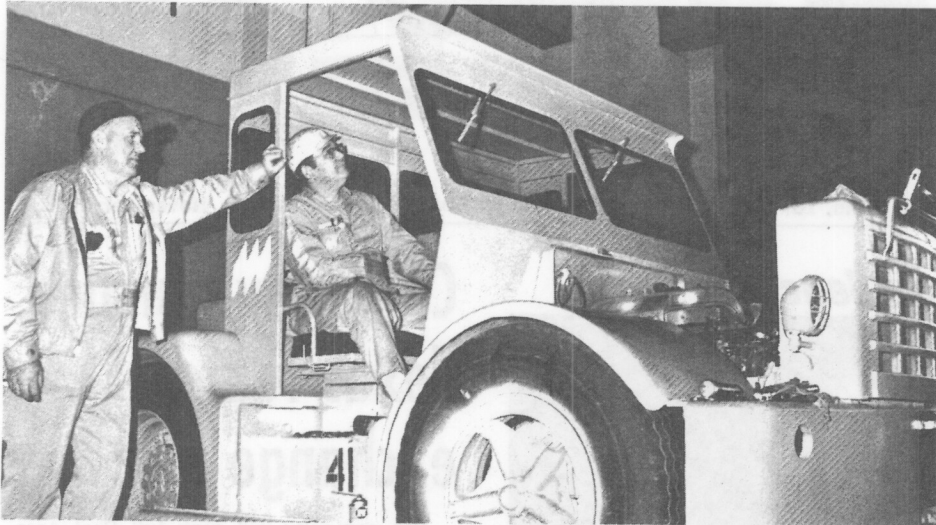
Last season, 50 took part in the program. Forty-nine of those 50 registered this year.

Due to the great increase, five-hour orientation meetings will be held in San Francisco (Dec. 7 and 11), Phoenix (Dec. 14), and Seattle (Dec. 8), instead of at the ski resorts as was done last year, according to **Norm Hansen**, group and tour sales system manager.

Some volunteers already have manned booths promoting our ski packages at ski shows in Los Angeles and San Francisco.

Participants come from virtually all departments of the company in San Francisco, Los Angeles, Phoenix, Seattle, Portland, Las Vegas, Crescent City, Santa Ana, Spokane, Oakland, Tucson, Burbank, San Diego, Calgary, Boise, San Jose, Salt Lake City and Edmonton.

Under the Ambassador program, employees assist winter vacationers on special ski flights to Twin Falls and Salt Lake City, or as part of a tour to any of our other ski resort destinations.



PROTECTION—It can get mighty wet and cold in our northern states during the winter. So, Seattle maintenance employees designed and constructed a cab for their DC-9 pushback tugs to provide shelter and safety from the elements during mother nature's harsher months. Shown above are Harold Priest (left), lead technician, who designed the innovation, and technician Don Kempf, who, along with Priest and other members of the day and swing shifts, built it. They plan to make cabs for two other tugs. According to Gene Fisher, Seattle maintenance manager, materials for each cab cost about \$285. (When this photo was taken, the engine hood was off for minor repairs.)

Q and A Corner

Q. Why do we issue so many memos and bulletins to all departments that never become manual revisions? If these changes were incorporated into the manuals, they would be at our fingertips and always up-to-date information.

A. Memos and bulletins are utilized for the immediate dissemination of important information or procedural changes. If the information or change is of a permanent nature, it is incorporated into the manual on a priority basis. Manual changes require interdepartmental coordination and are frequently subject to lengthy delays. Those which do not become manual revisions are of a temporary nature, are merely informational or are found to be defective after being tested in the field. (From Kip Wharton, stations/traffic staff vice president.)

Q. The company mail system (co-mail) is sporadic and very unreliable. Why? Who is responsible for co-mail? Does the company periodically test this system as to accuracy and timeliness? How often?

A. The distribution and mail department is responsible for the operation of co-mail. Procedures for handling co-mail are set forth in part 30 of the master manual. Co-mail is dispatched regularly on pre-selected flights. The accuracy and timeliness of co-mail distribution is tested each pay period. Payroll and the mail room are notified immediately if paychecks do not arrive on schedule. Occasionally co-mail is not routed correctly and in most cases this is because the sender did not fill in all the required information (name, department, location) on the co-mail envelope. Specific incidents of unreliable co-mail should be reported promptly to this office. (From Harvey Kyllonen, printing and office services manager.)

FINANCIAL RESULTS

	Oct., '74*	Oct., '73*
Operating revenue	\$ 12,991	\$ 10,817
Operating expense	12,792	10,262
Operating earnings	199	555
Non-operating earnings (loss)	(337)	(268)
Provision for taxes	—	—
Net earnings (loss)	\$ (138)	\$ 287
	Year-to-Date*	
Operating revenue	\$133,051	\$105,743
Operating expense	121,290	101,731
Operating earnings	11,761	4,012
Non-operating earnings (loss)	(902)	(2,172)
Provision for taxes	3,040	—
Net earnings	\$ 7,819	\$ 1,840

*All data in thousands (add 000).



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(415) 573-4747 (San Mateo)
Ralph W. Henn, Editor

October RPMs jump 12 per cent

Our passengers flew nearly 12 per cent more miles last month than in October, 1973.

Revenue miles totaled 113,244,300, compared with 101,357,600.

Systemwide density (the average number of passengers flying per mile) jumped more than 10 per cent to 43 from 39.

Total boardings at our 60 airport cities rose nearly 6 per cent to 296,700 from 280,400.

The average load factor (the percentage of seats filled) edged upward to 49.8 from 49.

Total available seat miles logged during the month climbed nearly 10 percent to 227,202,700 from 207,019,300.

Cargo ton miles advanced nearly 13 per cent to 750,910 from 666,100, while tons of cargo boarded rose nearly 10 per cent to 1,952 from 1,777.

Year-To-Date Results

Revenue passenger miles logged during the first 10 months rose more than 17 per cent to 1,210,358,400 from 1,033,131,700.

Density jumped nearly 17 per cent to 47.7 from 40.8 passengers.

Total boardings were up 11 per cent to 3,096,100 from 2,790,000.

The systemwide load factor rose to 56.4 from 50.8 per cent.

Available seat miles totaled 2,146,093,700, up 5.5 per cent from 2,033,318,900.

Cargo ton miles increased 7.6 per cent to 6,902,400 from 6,416,200, while the tons of cargo boarded rose 5 per cent to 17,830 from 16,982.

TRAFFIC SCOREBOARD

	Oct., '74	Oct., '73	% Change
PAX	296,684	280,394	+ 5.8
RPM	113.2 mil.	101.4 mil.	+11.7
ASM	227.2 mil.	207.0 mil.	+ 9.7
Load factor	49.8%	49.0%	
PAX density	43.0	39.0	+10.3
Cargo ton miles	750,910	666,146	+12.7
Cargo tons brd.	1,952	1,777	+ 9.8
On-time	82.3%	88.7%	

	Year-To-Date		
PAX	3.1 mil.	2.8 mil.	+11.0
RPM	1.2 bil.	1.0 bil.	+17.2
ASM	2.1 bil.	2.0 bil.	+ 5.5
Load factor	56.4%	50.8%	
PAX density	47.7	40.8	+16.9
Cargo ton miles	7.0 mil.	6.4 mil.	+ 7.6
Cargo tons brd.	17,830	16,982	
On-time	77.1%	86.1%	+ 5.0

Company contributes Alistair Cooke series to San Mateo library

A series of 13 color films depicting the history of the United States has been donated to the San Mateo Public Library by the company in observance of the national bicentennial celebration.

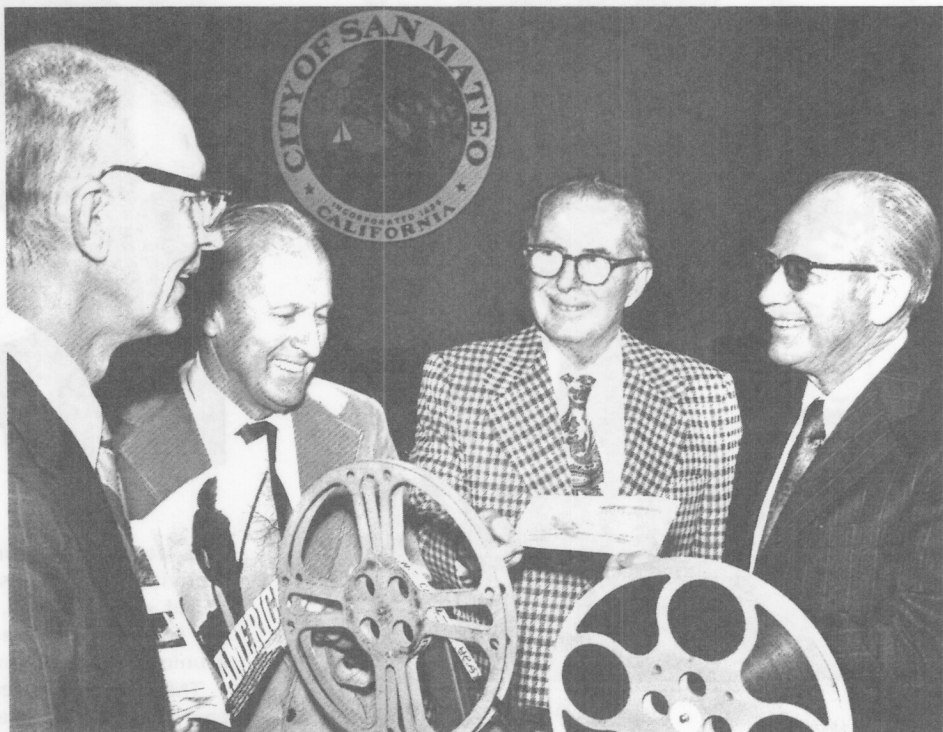
The films, each 52 minutes long, will be available for loan by the library without charge to schools, churches, service groups and other community organizations in San Mateo and in neighboring San Francisco Bay Area cities through the countywide Peninsula Library System.

A \$50,000 check to purchase the films was presented to the city by **Richard Fitzgerald**, regulatory affairs staff vice president, during a city council meeting.

"We consider this educational series an excellent portrayal of our country's growth and development and are pleased to make it available to the citizens of San Mateo," Fitzgerald said.

Kraig said the films will be maintained by the library's audio-visual department.

The series, produced by the British Broadcasting Corporation and Time-Life Films, is narrated by Alistair Cooke, noted journalist and a recognized expert on American history.



Accepting our contribution on behalf of the City of San Mateo from **Richard Fitzgerald** (right), regulatory affairs staff vice president, are (from left): city librarian **Alfred R. Kraig**; **E. Lesley Kelley**, library board of trustees president; and mayor **John F. Condon**.

It is entitled "America: A Personal History of The United States" and covers the growth of the country during such periods

as its discovery, colonization, independence, Civil War, westward movement, industrialization and present abundance.



MEETING A NEED—Two Phoenix maintenance technicians recently developed special instruments to aid their avionic division's troubleshooting. **Ron Denton** (left) designed and constructed a tester for autopilot control panels; **Dick Lemons** designed and built a tester for generator control panels. The two men worked on the instruments between their day-to-day repair responsibilities and on their own time. The equipment is adapted to our operations, and, for our purposes, is easier to use and has greater capability than similar testers on the market. It also saved the cost of purchasing very expensive equipment since most of the parts for the testers came from the maintenance base's supply department. Denton and Lemons are currently training others in the shop to use the equipment and writing the procedures for the shop's manuals.

Employee tennis meet in February

A systemwide company championship tennis tournament will be held in Tempe, Ariz., Saturday and Sunday, Feb. 8-9.

Entries will be in two divisions—championship and B flight—in men's and women's singles and doubles and mixed doubles.

All employees and spouses are eligible. Winners will be sent to the national inter-line tournament.

The company meet, sponsored by the five Employee Club regions, will be held at the 31-court Tempe Racquet and Swim Club. Awards will include trophies and trip passes.

Tennis clinics and exhibitions will be led by pro **Brian Cheny**, Phoenix open champion.

The five Employee Club regions are Phoenix, Las Vegas, Los Angeles, San Francisco and Seattle.

For more information on the meet, write to first officer **Richard Jeppesen**, Tournament Director, P.O. Box 2966, Phoenix 85036.



Agile



"It tickles."

It was a bone-wearying day of jogging, jumping, twisting and teetering with a fair sprinkling of grunting, groaning and panting.

But when it ended, 22 of our flight attendant trainees became the first in the airline industry to be certified physically fit under a unique national fitness program sponsored by the YMCA.

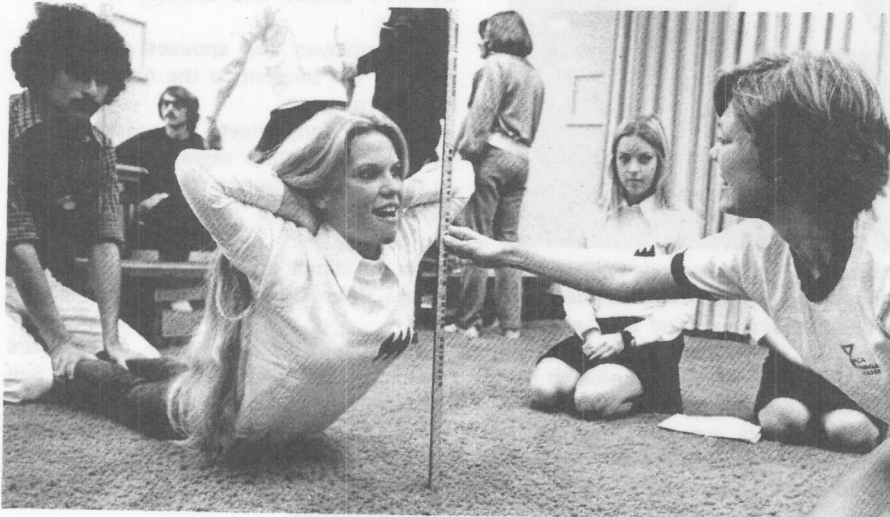
The program is designed to take physical fitness testing and any subsequent remedial exercising out of the gymnasiums of community YMCAs and make it available at a reasonable cost to employes of businesses and corporations in their own facilities.

We are the first company in the San Francisco Bay Area and the first airline in the U.S. to use the program, according to **Larry Curns**, customer services director.

The session took place at international headquarters in San Mateo this month—two days before the group completed its four-week flight attendant training program and graduated as full-fledged stewards and stewardesses. (See graduation photo on page 6.)

Physically fit

"Oh! My arching back."



Fold measuring





"Up, easy now."



On camera



"Try harder."

began with an early-morning orientation lecture on the value of physical fitness, after which the class broke into groups for five individual testing by a special YMCA team of physical fitness experts.

The trainees walked and balanced on a narrow beam to measure equilibrium, squeezed a grip-strength gauge, raced around the parking lot to rate agility, jumped vertically to measure reach, climbed quickly up and down a bench six dozen times to determine the condition of their hearts, and performed numerous pushups and torso-bending situps to test endurance and flexibility.

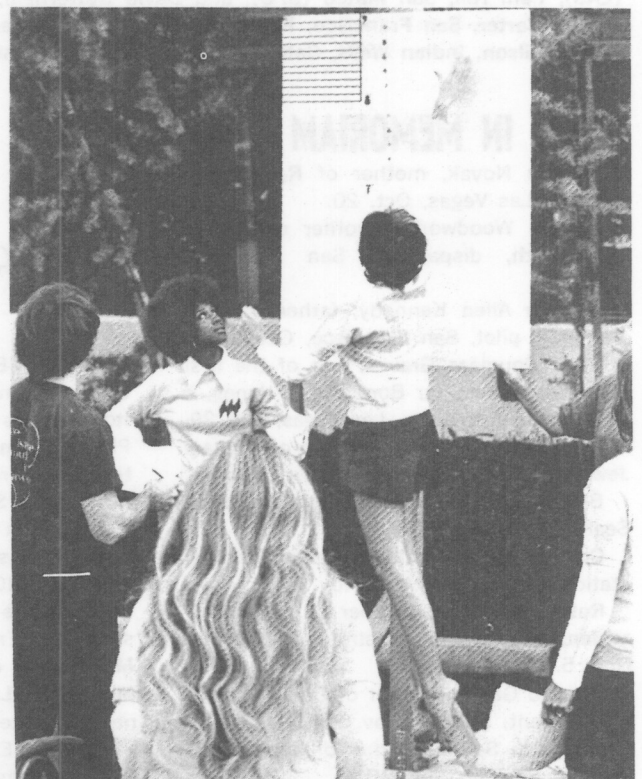
They even underwent a taping of body dimensions and had skin folds measured—with special calipers—at strategic anatomical locations.

John Long, health and fitness director of the Peninsula YMCA, said as a whole the class "did exceptionally well," especially in areas of flexibility, strength and balance.

"Let me see the whites of your eyes."



Reach for the sky





THE GRADS—These 22 new flight attendants graduated this month in San Mateo. Irving T. Tague, general manager, spoke and presented diplomas at the ceremony; Richard Fitzgerald, regulatory affairs staff vice president, did the pinning. Pictured from left, front row, with hometown and domicile, are: Susan Ludwig, San Francisco (SEA); and Jackie Reeves, Seattle; Darilyn Nakamura, San Francisco; Debbie Combs, Modesto, Calif.; Sandra Stanford, Las Vegas; and Jeanne Quan, Phoenix (all LAS). Second row: Mary Ann Wisner, Las Vegas; Bill Ramsey, Modesto, Calif.; Linda Dellaripa, Saratoga, Calif.; Leslie Middendorf, Novato, Calif.; and Charisse Ferguson, Phoenix (all LAS). Third row: Steve Cowell, Denver; and Barbara Henshaw, Fair Oaks, Calif. (both SFO); and Candy Sauder (class valedictorian), Las Vegas (SEA). And, in back: Helen Kavanaugh, Waterbury, Nebr. (LAS); Pam Hill, San Mateo (SFO); and David Butterfield, Scottsdale, Ariz. (LAS); and Regina Carter, San Francisco; Renee Haney, San Jose; Jeanne Wayne, Mt. View, Calif.; Laurie Wilson, Indian Wells, Calif.; and Karen Castelli, Santa Rosa, Calif. (all SEA).

IN MEMORIAM

Martha Novak, mother of **Ray Novak**, captain, Las Vegas, Oct. 20.

Marian Woodworth, mother of **Gordon Woodworth**, dispatcher, San Francisco, Oct. 21.

William Allen Kennedy, father of **Allan Kennedy**, pilot, San Francisco, Oct. 23.

Jane Douglass Graves, one of the first flight attendants for Bonanza Air Lines, a predecessor company, Las Vegas, Oct. 29.

Michael H. A. Jewitt, Jr., son of **Michael Jewitt**, chief station agent, Page, Oct. 31.

Brad Lungren, son of **Ed Lungren**, pilot, Seattle, Nov. 1.

Clyde F. Adams, father of **Dennis Adams**, station agent, Santa Ana, Nov. 5.

Rose Medzegian, mother of **Haig Medzegian**, maintenance instructor, Phoenix, Nov. 5.

Howard Gaston, father of **Dana Gaston**, ticket agent, Seattle, Nov. 9.

Madge K. Spiller, mother of **Ken Spiller**, captain, Seattle, Nov. 10.



TRANSITION

WELCOME ABOARD—**Frances Cooper**, cleaner, Seattle. **Mark Kramer** and **Kevin McCarthy**, maintenance technicians, Santa Ana. **Claude Hollingsworth**, cleaner, Phoenix. **Edward Ito**, avionics technician, Los Angeles. **Cleland McMillan**, assistant manager, credit union, Phoenix. **Jan Clemens**, marketing research manager, San Francisco. **Peter Frearson**, comptroller, Liberia operations. **Craig Ihde**, district sales manager, Burbank. **Bruce Knechtel**, mail clerk, San Francisco. **Barbara Lazdins**, secretary, field sales, Los Angeles. **Sheryl Walter**, clerk typist, employe selection and development, San Francisco. **Margaret Fanchaly**, data processing control clerk, Phoenix. **Carol May**, junior clerk, engineering, Phoenix.

PROMOTIONS—**Marilyn Hoppe** to secretary, marketing, San Francisco. **Sally Bonella** to intermediate accounting clerk, San Francisco. **Robert Palmer** to lead press operator, print shop, San Francisco. **Marilyn Cajthaml** to data processing control clerk, Phoenix. **Ronald Masoner** to chief station agent, Twin Falls. **Frank Walker** to chief station agent, Yuma. **Marlene McLachlan** to aircraft router, San Francisco. **Raymond Nagata** to hanger maintenance lead technician, Phoenix. **Joseph Vietri** to supply inventory control manager, Phoenix.

RETIREMENTS—**George Rojeck**, accessory overhaul technician, Phoenix, after 19 years with the company. **Dean Jensen**, to component overhaul lead technician, Phoenix.

SERVICE ANNIVERSARIES

These employes celebrated service anniversaries during November:

TWENTY-FIVE YEARS

LAS VEGAS — **Lemuel Payne**, captain. OAKLAND—**Donald Burger**, station manager. PHOENIX—**Walter Tubb**, captain.

TWENTY YEARS

SAN JOSE—**Roy Carter**, station agent.

FIFTEEN YEARS

SAN FRANCISCO—**Simeon Cortez** and **Erich Von Jarpohl**, maintenance technicians. BLYTHE—**Gilberto Castaneda**, station manager. PHOENIX—**Gerald Indgjer**, station agent.

TEN YEARS

PHOENIX—**Austin Bates**, check captain. **Johnny Cleveland**, ground serviceman. **Charles Mangino**, first officer. **David Meade**, captain. ARCATA—**Leon Reeves**, station agent. SEATTLE—**Valerie Stone**, flight attendant.

FIVE YEARS

SAN FRANCISCO — **Janet Archambault**, **Tom Bemis** and **Cheryl Wallington**, flight attendants. **Deborah Long**, junior accounting clerk. PHOENIX — **Marlonne Acinelli**, **Lynn Bleakney** and **Denise Marple**, flight attendants. PORTLAND—**Eric Stover**, cleaner. SEATTLE—**Okeemah Record**, cleaner. GUADALAJARA — **Ignacio Perez**, senior porter.

HEIR FARE

No births were reported this month.

Remember, if you hear of a birth to an employe or spouse, report it to the public relations department, San Mateo, for inclusion in this new feature, "Heir Fare."

Your memo must include: infant's full name, sex, and weight; date of birth; hospital; employe's name, job title and city where employed; and spouse's name.

THREE NEW POSITIONS

Five promoted at Phoenix maintenance



Drechsler

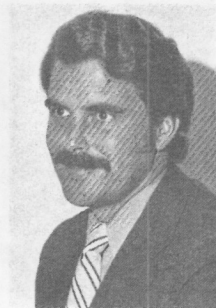
Five promotions at our Phoenix maintenance base have been announced by **Robert K. Jorgensen**, maintenance and engineering staff vice president.

William G. Drechsler has been promoted to senior director of maintenance and engineering, a new position, from director of maintenance. Replacing him is **Robert J. Walker**, previously Phoenix district maintenance manager.

Gary S. Hess, formerly manager of supply and inventory control, has been promoted to director of material, a new position. **Roger A. Starner** has been advanced to director of engineering, also a new position, from manager of aircraft engineering.

Replacing Walker as Phoenix district manager of maintenance is **Arthur G. Weibel**, previously assistant manager.

Drechsler, 42, joined West Coast Airlines in 1955 as a mechanic and advanced to lead mechanic and foreman. He served in the air force between 1950 and 1955.



Hess



Walker



Starner

The Minnesota native, our maintenance director since 1968, attended the Northrup Aero Institute in Inglewood, Calif.

Walker, 41, started with Southwest Airlines as a fueler and mechanic and with Pacific Airlines as lead mechanic, foreman, and superintendent and manager of maintenance. He began with us as manager of maintenance control.

He was born in Shamrock, Okla., and attended schools in San Francisco.

Hess, 38, served West Coast Airlines from 1959 to 1967 as supply clerk, inventory analyst, and supply and purchasing supervisor. With us, he started as supply manager.

He also has worked for Boeing Aircraft Co. and served in the Air Force in Europe. He attended colleges in Washington, including the University of Washington.

Starner, 42, started in the industry with United Air Lines in engineering in 1957. He joined Pacific Air Lines in 1967 as director of engineering.

The Illinois native served in the army, received a mechanical engineering degree from the State University of Iowa, and did graduate work in business administration at Santa Clara University.

Weibel, 57, served in the army and worked for Boeing, TWA and Bab Aircraft, before joining us as mechanic, lead mechanic and foreman. He is a native of Colorado and attended Northrup Aero Institute.

CHRISTMAS . . .

(Continued from page 1)

SAN FRANCISCO

Saturday, Dec. 14, at the Royal Coach Motor Hotel, San Mateo; no-host cocktails at 7 p.m., followed by dinner and dancing to the Johnny Vaughn band and light show; \$10 per employe, spouse or date, and \$12.50 for other guests. Contact **Russ Fields**, SMT ext. 4077.



Capt. Keim promoted to guard colonel

A Seattle pilot, **Capt. Kenneth Keim**, has been promoted to full colonel in the Oregon Air National Guard.

Keim has logged some 19,000 hours of civilian and military flight time, having started with West Coast Airlines, a predecessor company, in 1956 as a DC-3 pilot.

Keim, 45, is director of operations at Oregon Air National Guard headquarters, Portland International Airport, where another of our pilots, **Capt. Patrick O'Grady**, is a brigadier general and deputy commander of the Oregon air guard.

Keim won his wings as an Idaho Air Guardsman in 1952 and was commissioned as a second lieutenant. He had enlisted in the Idaho Guard as a private in 1949 and was later selected for Air Force pilot training.

Keim has flown F-86 Sabre Jets, F-94 Starfires, F-89 Scorpions and supersonic F-102 and F-101 fighter-interceptors during his guard career. He was assigned to the 142nd Fighter-Interceptor Group at Portland as deputy commander for operations before joining the guard's headquarters staff last December.

Credit Union wins thrift award

The Hughes Airwest Employees Federal Credit Union has earned a Thrift Honor Award from the National Credit Union Administration.

The award is for success in stimulating savings among small savers. The credit union attained a monthly growth of 2 per cent in accounts under \$20,000—above average for federal credit unions of similar size.

The credit union had 2,617 members on Sept. 30 who had saved a total of \$4,530,220. The credit union, chartered in 1955, serves employes who work in Washington, Oregon, Idaho, Montana, or California, except in Imperial, San Bernardino, Orange, Los Angeles and Riverside counties.

Bill Rampone, flight operations and technical services manager, is president of the credit union; **Clyde Kostenbader**, assistant to the vice president of operations, is treasurer.

The National Credit Union Administration charters, supervises and insures over 13,000 federal credit unions in the United States. The administration's Thrift Honor Award program provides an incentive for officials of federal credit unions to encourage members with small accounts to save regularly as part of their family financial management plans.

Daughter wins cross-country

Kathy Kiernan, 9-year-old daughter of **Donald Kiernan**, Santa Ana station agent, won the California AAU cross-country race in La Jolla Nov. 10.

This was her first year of running, representing the Blue Angels Track Club. In the state race, she competed against 70 others, some of them veterans.

Kathy, who runs eight miles every morning, now qualifies for national races in Dayton, Ohio on Nov. 30.

TEXAS (Continued from page 1)

critical areas our position was grossly misinterpreted."

Specifically, Fitzgerald cited three elements in Argerakis' decision that needed further clarification:

- His apparent failure to recognize the public benefits to be derived from the route exchange.
- His erroneous reforecast of traffic and revenue figures to show a loss for us in the first year of operating the Texas routes with disregard for the long-term effect on the airline.
- His conclusion, based, in part, on the fuel consumption issue, which no longer is a criterion for denying significant route improvements.

What happens next?

Opposing parties will be given 15 days to file answers to our petition for discretionary review after it is submitted.

Then the board will issue an order to hold a hearing or not. If it sets a hearing, additional legal briefs will be filed and, in about 30 days, a hearing will be held for oral arguments.

The board will then take the case under consideration and issue a final order, perhaps within 60 days.

According to Fitzgerald, a final CAB decision could come as early as mid-April.

Under the agreement, we would obtain the following routes from American: Phoenix-Houston, Phoenix-San Antonio, Houston-San Antonio, Tucson-Houston, Tucson-El Paso and El Paso-Houston.

In exchange, American would acquire the following routes from us: Las Vegas-Salt Lake City, Las Vegas-Palm Springs, Salt Lake City-Los Angeles and Palm Springs-Los Angeles.

The agreement was signed more than a year ago and followed a suggestion by CAB members to the airline industry encouraging it to explore possible route exchanges.

Expo closes with a bang

Company officials hosted Expo '74 administrators at a luncheon in Spokane the day before the fair's closing.

King Cole, Expo president, praised our performance as the official airline of the exhibition and presented the company with an official decanter. **Russell V. Stephenson**, marketing vice president, accepted it on behalf of **Irving T. Tague**, general manager.

Some 35,000 spectators witnessed a spectacular closing the next day. **Bob Priest**, Spokane district sales manager, representing the company, was among forty members of an official party honored for participation. The fair had attracted more than five million people during its six-month run.

Our traffic in and out of Spokane during the fair increased by almost 60,000 passengers, compared with the same period in 1973. This generated additional revenue of almost \$2.1 million.



SPOOKY—Children of employees in the San Francisco Bay Area enjoyed a Halloween party and contest at headquarters in San Mateo. Winners in such categories as weirdest, funniest and most original costume (with parent's first name in parentheses) were: (from left) **Remy Cano** (Linda, stations secretary, and Javier, ticket agent); **Becky Keeney** (Doris, reservations agent); **Caesar del Rosario** (Jane, audits and taxes secretary); **Dori Cano** (Linda and Javier); **Michael Butler** (Bob, stations training specialist, and Deanna, reservations agent); and **Karma Lozada**—best of the contest—(Judy, intermediate accounting clerk).

Northwest, Mexico linked by direct service

A new jet corridor—the fastest available—between the northwest and Mexico will highlight an expansion of our systemwide schedule, effective Dec. 14.

The route will provide first-time direct daily service linking Seattle and Salt Lake City with Mazatlan, via the Phoenix gateway, and is expected to help boost our total Mexico traffic by more than 37 per cent.

It also will offer:

- The fastest daily service between Phoenix and Seattle.
- The only daily nonstop round-trip between Salt Lake City and Seattle.
- First-time, round-trip connections in Salt Lake City between Boise and Mazatlan.
- A fourth nonstop round-trip between Phoenix and Salt Lake City.

Our passenger traffic to and from Mexico in 1975 is forecast at more than 175,000, compared with 128,000 in 1974.

Mazatlan, with the added service from the northwest, will account for more than 22,000 of these 47,000 additional passengers. The balance will come from our four other Mexico destinations: Puerto Vallarta, 11,000; Guaymas and Guadalajara, 4,600 each; and La Paz, 4,400.

Systemwide, four million available seat miles and 60 departures will be added to the Dec. 14 schedule.

Directly competitive operations will be boosted by 11 per cent.

Three northwest cities suspended

Our applications for suspension of service at three cities in the northwest have been approved by the Civil Aeronautics Board.

They are Astoria, Walla Walla and Pullman/Moscow.

Our last flight into Astoria operated Nov. 15. Service into Walla Walla and Pullman/Moscow will end Dec. 2. The suspensions are for seven years.

Golfers place fourth in Hawaii

Our team at the World Airline Golf Championships in Hawaii placed fourth in competition with seven other U.S. regional carriers in their division.

Playing were **Chet Rosenberg**, Phoenix timekeeper, and **Capt. Phil Mickelson**, Las Vegas.

They placed twenty-third in over-all competition with 50 airlines from throughout the world participating.