

## Eight employe suggestions earn cash awards

Irving T. Tague, general manager, recently stopped by the desk of a surprised Dorothy Green, senior revenue accounting clerk in San Mateo, and handed her a check for \$250. The award—part of the company's Employee Suggestion Program—was the largest of eight presented this month. Her suggestion, concerning procedures for auditing prepaid tickets, eliminated four time-consuming steps. It will save the company about \$2500 per year. Green has been with us 11 years.

(Continued on page 5)



## Nine design interpersonal training course for fellow flight attendants

Nine flight attendants will lead their fellow stewards and stewardesses in a two-day interpersonal training program in March.

The program will be based mainly on transactional analysis, incorporating the studies of such experts as Harris, Berne, Jongeward and James ("I'm Okay, You're Okay", "Born to Win").

The nine leaders have designed the program and received technical assistance from the Wilson Learning Corporation of Minneapolis. With information from the leaders, Wilson is tailoring its services to the flight attendant's job and inflight services, as well as personal training.

The two-day sessions will be held at the four domiciles throughout March. A refresher training sequence is planned for October.

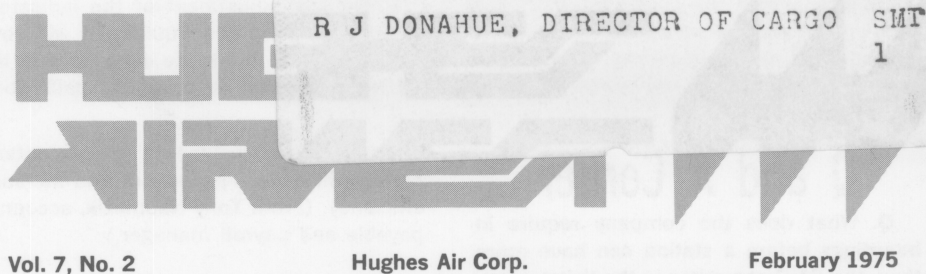
Leaders are: Judy Clark, Teri Dalton, Marcia Goodman and Kay Peterson, Las Vegas; Cathy Dollarhide and Elizabeth Nulf, San Francisco; Manioe Hendershot and Terri Hughes, Seattle; and Ivan Sordo, Phoenix.

## Pro-am skiing

We will sponsor an invitational pro-am ski race at Sun Valley on March 28.

Sixteen teams will compete for a perpetual team trophy and individual awards. Each team will include a professional skier, a Hughes Airwest Ski Ambassador and a member of the U.S. Ski Writers Association.

(Continued on page 3)



## Our largest assistance program

### Sixth overseas contract signed; three F-27 propjets, 33 employes

Thirty-three employes will soon be on their way to Saudi Arabia to participate in our newest and largest overseas assistance program.

Under the agreement signed last month with Saudi Arabian Airlines (Saudia), we are leasing that country's only major airline three F-27 propjets and supplying the pilots and mechanics to fly and maintain them.

Our aircraft and employes will aid Saudia in building up its internal operations.

It serves 14 cities in Saudi Arabia, plus Amman in Jordan, and Beirut, Lebanon.

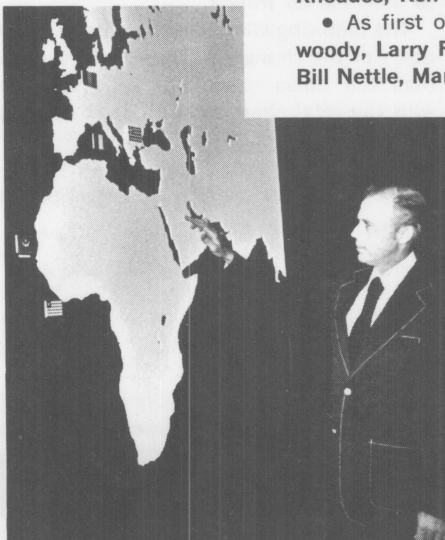
The three F-27s — with spare parts and support equipment — will be delivered by March 15. Flights begin April 1.

The total Hughes Airwest group—including wives and children—is expected to number more than 100.

The program will last 18 months to two years.

This is our sixth overseas assistance program. Other contracts are with Union of Burma Airways (UBA) and Royal Nepal Airlines in southern Asia, Toa Domestic Airlines (TDA) in Japan, and Air Liberia and Air Mauritanie in Mauritania, western Africa.

### Mel Roundy, heads project



## 23 pilots and 10 mechanics join our overseas operations

Employees assigned to Saudia's offices in Jeddah include 23 pilots and 10 mechanics. General manager of the project will be Mel Roundy, 40, a Phoenix based pilot.

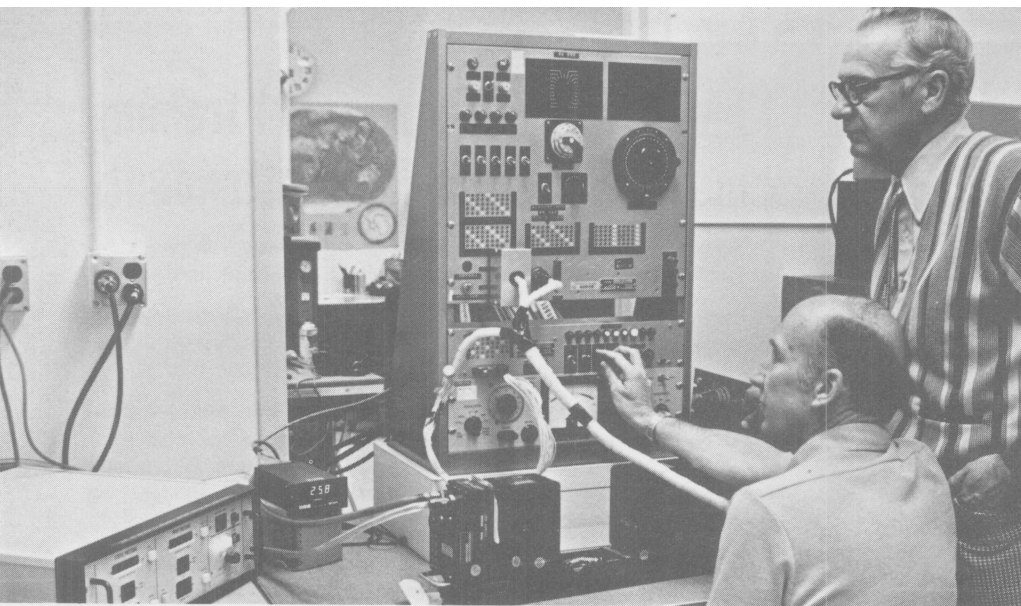
Roundy joined us (West Coast) in 1967. Before that he was chief pilot for Sun Valley Airlines in Idaho. He is a graduate of the University of Utah and spent six years in the navy as a pilot.

Other pilots joining the program are:

- As captains—Al Busch, Billy Droke, Earl Gentry, Jim Grissom, Dave Harris, Kevin Kenstler, Dean Puckett, Jim Rhoades, Ken Roth, Arvin Schultz and Gerry Tabrum.
- As first officers—Bob Brunson, Jerry Cook, Jerry Dunwoody, Larry Foster, Jim Hibbs, Jim Jackson, Norm Lindley, Bill Nettle, Marv Schmidt, Mike Sullivan and Terry Thompson.

All but three are being recalled from furlough: Gentry and Harris are Phoenix first officers and Grissom is returning from a leave-of-absence; Busch and Rhoades, who currently hold other positions with the company, are returning to active pilot status.

Maintenance employees assigned to Saudia as technicians are: Chuck Hourigan (supervisor), Ken Carmack, Tom Collard, Nelson Dewees, Chuck Faulkner, Joe Gottschall, Ted Ortiz, Don Shirie, Dick Smith and Chris Vorderkunz. Dewees, Faulkner and Ortiz are from Las Vegas; the others are based in Phoenix.



**ACCURACY**—Testing of air speed and altitude indicators and air data computers on our aircraft now is being done with the most sophisticated equipment in the airline industry. The unit—called a digital pressure controller (on table at left above)—cost \$18,750 and replaces less accurate equipment. Shown demonstrating the new acquisition are Joe Bon Smith (standing), avionics services and overhaul director, and Carl Brechbill, lead technician. The panel being operated by Brechbill was built by our technicians at a cost of \$7,000; it adapts the controller specifically for testing and adjustment of the indicators and related equipment on our aircraft. According to Smith, the new equipment will save considerable time and money; previously, some of the testing had to be done outside the company. Technically, the units test static and pitot pressure for overhaul and calibration of airborne equipment.

## Q and A Corner

**Q.** What does the company require in boardings before a station can have more than one DMC computer at the ticket counter? (Asked by Tucson employees.)

**A.** We maintain a list of stations needing additional DMC units. This list is developed from station manager requests. Machines are assigned as they become available from closed or remodeled stations with consideration given to number of machines already assigned the station, ticketing volume and passenger traffic. (A second ticket counter DMC with the capability of performing demand and automated ticketing has been assigned to Tucson following the closing of Palmdale. (From Eric Wilson, stations director.)

**Q.** Why doesn't the company allow station managers to pay their own bills for goods and services from outside vendors? It would save a lot of paperwork and man-hours and get the bills paid promptly, which is not now the case.

**A.** Our existing payments policy is under review and, when completed, should provide greater flexibility at the station manager's level. We feel quite confident

that the revised payments policy contemplated will reduce paperwork and increase efficiency. (From Tony Naumezik, accounts payable and payroll manager.)

## December regional cargo down --but we show a 4.6% increase

We were the only U.S. regional airline to log an increase in revenue cargo ton miles in December 1974, compared with December 1973.

Cargo ton miles flown by the eight regional carriers dropped 19 per cent in December, although ours was up 4.6 per cent. Cargo on other regional carriers dropped between 7.1 and 20.6 per cent.

According to **Bob Donahue**, cargo and charter sales director, our increase can be attributed partially to increased capacity and more intense marketing efforts to increase air freight.

The following shows a comparative breakdown of the change in freight, express and mail ton miles carried by us, compared with the total change for all eight regional airlines (Dec. 1973/Dec. 1974):

	Hughes Airwest	All regionals
Freight	+ 2.7%	-20.4%
Express	+15.4	-46.4
Mail	+ 6.5	-11.5*
<b>Total Cargo</b>	<b>+ 4.6</b>	<b>-19.0</b>

(\*Mail is the only category in which any of the other regionals showed other than a decrease—one was up 5.7 per cent and two showed no change.)

## RPMs and cargo gain in January

Our revenue passenger miles (RPMs) jumped nearly 4 per cent last month to 122,148,600 from 117,825,150 in January 1974.

Passenger boardings dipped nearly 2 per cent to 289,300 from 295,000.

Passenger density (the average number of passengers flying per mile) dropped 6 per cent to 44.2 from 47, while the systemwide load factor (percentage of seats filled) fell to 50.3 per cent from 57.2.

Cargo ton miles gained 11.2 per cent to 703,917 miles from 633,171, while the tons of cargo boarded increased 4.1 per cent to 1,746 tons from 1,678.

## TRAFFIC SCOREBOARD

	Jan., '75	Jan., '74	% Change
PAX	289,306	294,992	- 1.9
RPM	122.1 mil.	118.0 mil.	+ 3.7
ASM	243.0 mil.	206.1 mil.	+17.8
Load factor	50.3%	57.2%	
PAX density	44.2	47.0	- 6.0
Cargo ton miles	703,917	633,171	+11.2
Cargo tons brd.	1,746	1,678	+ 4.1
On-time	75.1%	65.6%	

## FINANCIAL RESULTS

	Jan., '75*	Jan., '74*
Operating revenue	\$13,463	\$12,058
Operating expense	13,653	11,102
Operating earnings (loss)	(190)	956
Non-operating earnings (loss)	(307)	(126)
Provision for taxes	—	—
Net earnings (loss)	(497)	830

\*All data in thousands (add 000).

## Los Angeles area gets new Las Vegas entertainment line

A new Las Vegas entertainment hot line has been switched on in Los Angeles.

It offers a complete around-the-clock listing of personalities currently appearing at all major hotels.

The number to call is (213) 461-9898.

The recorded service, co-sponsored by the company and the Hughes Hotels in Las Vegas, will be updated as changes in major shows and other entertainment attractions occur.

**HUGHES AIRWEST** 

Published for employees and families  
by the Public Relations Department  
International Airport  
San Francisco, California 94128  
(415) 573-4747 (San Mateo)  
Ralph W. Henn, Editor



## Mardi Gras

We were very well represented at Mardi Gras Carnivals in Mexico this month. In Guaymas, Sara Cruz Martinez (right), a passenger service agent, was chosen queen of the five-day festivities. She was crowned by the mayor of El Segundo, Calif., Guaymas' sister city. In Mazatlan, Linda Taylor (left), a Las Vegas-based flight attendant, was a member of the queen's court as a result of being first runner-up in the Miss Mazatlan International contest.



15,000 being notified

## Daylight time in So. Idaho

We have begun the task of notifying more than 15,000 advanced-booked passengers affected by Idaho's eleventh-hour decision on Feb. 22 to switch the southern part of the state to daylight saving time.

Nearly 350 weekly departures and arrivals in Boise, Idaho Falls, Pocatello and Twin Falls are one hour later than previously scheduled.

"We've started to notify these passengers and travel agents around the world of the change," said Arch Miller, marketing staff vice president.

As a further complication, we recently completed printing and distributing more than 250,000 public timetables.

The new schedule was based on expectations that the state's legislature would not introduce legislation that would remove southern Idaho from standard time.

Such legislation, however, was introduced and passed to put the entire state on daylight saving time.

## PRO-AM

(Continued from page 1)

The pro-am, the first ski race sponsored by the company, is part of the Lange Cup Ski Race Week, March 26-30, which is expected to attract up to 6,000 skiers from throughout the U.S. Delayed television coverage is planned.

## First nonstop service Oakland to Las Vegas, Phoenix proposed

We have asked the Civil Aeronautics Board for approval to inaugurate nonstop jets linking Oakland with Las Vegas and Phoenix.

If granted, it would save about 800 gallons of fuel on each round-trip segment by eliminating intermediate stops.

There are no scheduled nonstop flights operated by any airline between Oakland and Las Vegas/Phoenix.

We now make an intermediate stop in San Jose to fulfill a mandatory one-stop restriction in our operating certificate.

Elimination of this restriction, according to the application, would cut the flying time between the cities by about a half-hour.

Richard Fitzgerald, regulatory affairs staff vice president, said CAB approval of the application "will contribute to the development of Oakland International Airport as a convenient and useful element in the San Francisco Bay Area air transport complex."

## Company protests fam trip ruling

The company has asked the Civil Aeronautics Board to review the number of international travel agent familiarization trips permitted annually.

The application came after the board denied our request for permission to take up to 600 U.S. travel agents to our five Mexico

(Continued on page 7)

## Phoenix maintenance--a popular tour attraction

About 400 people a year of all ages are given tours through our Phoenix maintenance facilities. Shown at right conducting one recent tour is Steve Templeton, telephone sales manager; the group was a seventh grade class of about 30 youngsters from Kyrene Junior High School in Tempe. Tour requests come from a variety of types of groups—scout, school, college, business, community and career planning. Tours are coordinated by the sales office; guides are recruited from departments throughout the facility. Due to the technical nature of operations there, groups must be of junior high school age or older.

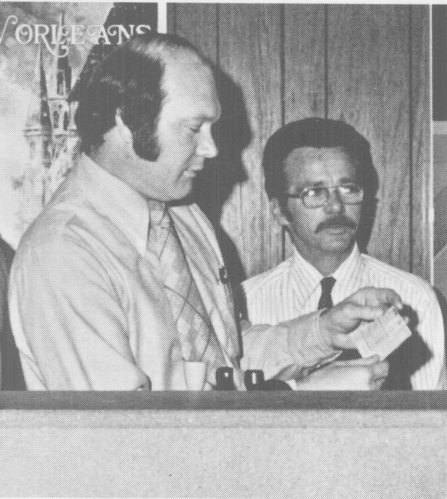


# Military sales increase

Our military sales were up 4.7 per cent last year, setting an all-time record, according to **Perry Jackson**, military and government sales manager.

Revenue in 1974 was \$2.36 million, compared with \$2.26 million in 1973. Comparing further, military sales in 1969—the year before we became Hughes Airwest—were \$1.5 million.

Our military marketing is concentrated primarily through Scheduled Airline Traffic Offices (SATOs).



**Bill Gross (left) and Jim Cumisky**

SATO agents represent all scheduled airlines on 103 military installations throughout the U.S. and Puerto Rico. They sell tickets to passengers—military and civilian—on official business or pleasure travel.

The offices are staffed with managers and agents from the airlines.

Each SATO is supervised by a Local Military Committee of carrier representatives. There are 10 such committees within our system; usually district sales managers represent us.

Financing of SATOs is not complicated; the costs are prorated according to revenue. For example, if we receive 10 per cent of the revenue at a SATO, we pay 10 per cent of the expenses, excluding salaries; agents remain on the payroll of their employing carrier.

We have four employes at SATOs. **Bill Gross** is manager and **Jim Cumisky** is an agent at the five-man office at Fort Ord, near Monterey. (The other three agents are employes of American, Delta and TWA airlines.) **Don Jaquess** is an agent at Norton Air Force

Base near San Bernardino in southern California. **Emerald Hochbaum** is an agent at Los Angeles Air Force Station.

The 25 on-line SATOs generated \$1.6 million in revenue for the company last year (compared with \$1.44 million in 1973). The remaining 78 offices elsewhere throughout the country generated \$556,000 in 1974, compared with \$484,000 the year before. An additional \$212,500 came from military sales through the Air Transport Association in Washington, D.C.

Fort Ord is the busiest SATO in terms of revenue for us. Last year was a record year—\$263,000 compared with \$244,000 in 1973. (We handle the accounting for Fort Ord since the manager is employed by us.)

Jackson does not forecast further increase in military sales in 1975 due to government cutbacks.

# 25 donate blood at headquarters drive

Twenty-five San Francisco and San Mateo employes contributed blood at the first drive to be held at international headquarters.

The company now has 81 units in its reserve account at Peninsula Memorial Blood Bank, including blood donated by employes at the bank, 1791 El Camino Real, Belmont.

The blood credits are available to employes and their immediate families if needed.

Another drive will be held in about six months, according to **Ulla Green**, industrial nurse. The medical department sponsors the drives.

Donating blood were:

**Carmen Aitken**, administrative assistant to the general manager; **Chris Beck**, compositor, print shop; **Jeff Brown**, employe selection manager; **Regi Correa**, mail clerk; **Linda Dorticos** and **Ann Eastman**, reservations agents; **Paulette Grace**, secretary, personnel; **Ray Hahn**, building manager; **Bill Hall**, dispatcher; **Arvid Herigstad**, assistant dispatcher; **Alicia Lomeli**, chief reservations agent; **Jim McGill**, stations training specialist; **Hank Myers**, route development manager; **David Peckham**, reservations agent; **Jill Persyn**, public relations representative; **Lee Pitt**, senior director, public relations; **J. C. Poulton**, chief station agent; **Linda Powell**, clerk typist, purchasing; **Dorothy Queenan**, reservations agent; **Annell Rupp**, intermediate clerk, personnel; **Jim Rylander**, duty economic control manager; **Bob Sherwood**, market planning manager; **Shelby Tuttle**, flight operations staff vice president; **Carolyn Williams**, senior accounting clerk; and **Eric Wilson**, stations director. (Another 10 employes offered to donate, but were disqualified for medical reasons.)

# Pilot's daughter President Ford

**Dick Cox**, Phoenix-based pilot, and his wife Shar daughter Lori "never to take my birthright for granted by first proving myself a good citizen . . ."

"There are times when one must stand up a right." And so, Lori, a 16-year-old Scottsdale, Ariz is waging a single-handed battle to increase patriot

As a result of her efforts, she has received recognition throughout the nation, including President Ford.

It started several months ago when she wrote papers and appeared before the school board to request that the pledge of allegiance be restored as a classroom activity. Many parents and teachers attended to oppose her plea.

The board took the request under advisement and voted unanimously that daily non-mandatory service of the pledge or the national anthem—would be offered in high schools.

In the meantime, Lori had taken direct action in her first morning class to join her in the project with petitions in front of super markets and scout groups.

Lori may have won a battle, but she's still warring.

She has written to President Ford and one hundred other officials encouraging establishment of a National Patriotism schedule for the week includes study in schools of the national anthem, U.S. symbols, national monuments and historical science feats, and patriotic assemblies, handicrafts and other activities.

Lori wrote the President, "I realize you cannot change policy," but she encouraged "an invitation from our side in" the observance.

President Ford responded: "It is so heartwarming to see such deep love for our nation and your active campaign to encourage enthusiastic patriotism across our land. You are not just a part in working for a better America. I have great respect for young people, and I hope you never lose the willingness to believe you can help . . ."

He invited her "enthusiastic participation" in the observance, to which Lori says she will devote "special attention."



# er gets l's ear

ron, have taught their  
nted, but to earn my

nd fight for what is  
, high school junior,  
tism in the U.S.  
ognition from leaders

letters to local news-  
quest that the pledge  
ore than 20 students

nd at a later meeting  
es—containing either  
red in the city's five

by asking fellow stu-  
ledge. She also stood  
e to community and

ing.

ndred national leaders  
Week. Her day-to-day  
the pledge, national  
eros, and space and  
, parades and recrea-

t dictate local school  
r government to join

ning to know of your  
to revive a sense of  
ver too young to take  
faith in our nation's  
ness to act when you

e bicentennial organi-  
tial efforts to inspire



Dick and Lori Cox . . . she gets letter from President (on table) . . . sends him a sweat shirt

patriotism among my peers and children younger than myself."

Among many other letters of encouragement she received are those from U.S. senators Kennedy, Goldwater, Humphrey, Percy, Thurmond and Fannin; congressmen Rhodes, Conlan and Mahon; Arizona governor Williams; and the Rev. Billy Graham.

She has had two special sweat shirts made up with the wording "Support National Patriotism Week." One she wears, the other she mailed to the President.

She has asked Rhodes to introduce a joint resolution in congress calling on the President to proclaim National Patriotism Week during the third week in February 1976.

Lori said, "I hope my father's co-workers will send congressman Rhodes postcards requesting he support National Patriotism Week.

"As soon as I find a way to restore love and respect for my country, I will return to my schoolbooks in hopes of becoming a medical doctor. I hope that day comes before I'm eligible for medicare."

## Company hosts Edmonton mayor in San Francisco

The mayor of Edmonton, Canada, William Hawrelak, and his wife were our guests during a visit to the San Francisco Bay Area Feb. 12 and 13. Company-sponsored events included a luncheon with Bay Area civic and business leaders in San Francisco and a luncheon at our international headquarters with company officers. Following the company lunch, the mayor took a tour of our headquarters. At left, he's shown at a stop in our reservations office—the most modern in the airline industry. Explaining procedures are Pat Moriarty (center), chief reservations agent, and Eileen Sheridan, reservations agent.

## Mexico departure tax must still be paid by non-revs

Non-revenue passengers are not exempt from the \$4 Mexico departure tax instituted last July 15. We attempted to negotiate such an exemption with the Mexican government.

The only exception is for Mexico-based employees.

This tax cannot be prepaid in the U.S. and should not be confused with the \$3 U.S. federal tax paid with the service charge on a Mexico pass. (The U.S. tax is waived when traveling on a service-charge-waived pass.)

The Mexico departure tax must be paid in cash at the airport when departing Mexico and is non-refundable.

Passengers pay the charge at the ticket counter where a receipt coupon is then issued. Half of this coupon is then rendered by the passenger to Mexican immigration; the passenger keeps the other half as a receipt.

### MORE FROM MEXICO . . .

The Mexican government has approved two exceptions to the 15 per cent tax on food and beverages, according to Raul Fernandez, Mexico staff vice president and general manager.

- When these services are contracted for in advance through tour packages or similar programs, or for international programs when such services are included in the cost of the event.

- When restaurant services are included in the room charge (i.e., American plan, continental plan). If a European plan guest signs his food and beverage checks to his room, the tax will apply.

## EMPLOYEE SUGGESTION AWARDS

(Continued from page 1)

Others receiving awards were: Allen Leonard, station agent, Yuma (for human remains worksheet procedure); Gabe Vigil, chief ticket agent, Sun Valley (unaccompanied child form); Frank Walker, chief station agent, Yuma (two awards—flight log readability and human remains procedure); Lynn Morriss, assistant district maintenance manager, San Francisco (repair of diesel hobarts); Ronald Wilhelm, station agent, Yakima (station supply form); and Eugene Hite, maintenance quality control technician, Phoenix (nose gear door lubrication). Awards were for \$25 except for Morriss', which was for \$75. The amount of awards is generally 10 per cent of the first year's net savings to the company, with a \$25 minimum. Walker has received a total of three awards. He's pictured at right (center) receiving his checks from Hank Puryear, station manager. Receiving his first award is Leonard (left). Yuma was the only city to have two winners.



**NEW SUNDANCE KIDS—**

Twenty-one flight attendants graduated Feb. 12. Irving T. Tague, general manager, spoke and presented diplomas; Ed Altman, operations vice president, did the wing pinning. Pictured from left, front row, with hometown and domicile, are: Casino Bruno, San Mateo (SEA); Kathe Cutler, Seattle (SEA); Bob Harris, San Francisco (LAS); Windy Smith, Phoenix (PHX); Louie Millard, San Francisco (LAS); Mary Delaney, Seattle (SEA);

Barry Flowers, Oakland (PHX). Second row: Genevieve Young, Concord, Calif. (LAS); Regina Fochetti, Redwood City, Calif. (LAS); Debbie Andersen, San Mateo (LAS); Dana Anderson, Portland (LAS); Pam Littleton, Las Vegas (LAS); Stella Marinos, San Francisco (SEA); Linda Lee, Seattle (SEA). Back row: Sandi Wong, San Francisco (SEA); Chris Coffey (valedictorian), Foster City, Calif. (LAS); Vicki Rohlf, Antioch, Calif. (LAS); Mary Kay Stewart, Trenton, Mich. (LAS); Nancy Harris, Oakland (LAS); Madeleine Kramer, San Mateo (PHX); JoNell Jueden, Gerber, Calif. (LAS). In right photo, Kathe Cutler receives a bear hug from her father, Capt. James Cutler, a pilot with the company since 1957. Kathe and some of the stewardesses above are wearing new supplements to their uniforms: universe blue, 3-button, casual cut blazer with rounded-cut lapel and bottom edge; universe blue straight-cut pants; and Sundance yellow quiana long-sleeve T-neck blouse. Also available is an a-line skirt. (All but the blouse are made of 100 per cent dacron polyester.) These supplements (none of the previous uniform has been eliminated) are worn with navy blue shoes or boots and a navy blue purse. Navy blue fur-lined gloves are also available.

**TRANSITION**

**WELCOME ABOARD—**Martin Clem, supervisor of appearance, maintenance, Phoenix. **Robert Liggett**, maintenance technician, Los Angeles. **Patrick O'Brien**, maintenance cleaner, Santa Ana. **Sander Shipper**, hanger maintenance technician, Phoenix.

**PROMOTIONS—**Jacqueline Rosenberg to inventory control analyst, Phoenix. **Rodney Cillo** to chief ticket agent, Las Vegas. **Annell Rupp** to intermediate clerk, personnel, San Francisco. **Jim Gardner** and **Peter Cervi**, to lead maintenance technicians, Los Angeles. **Gordon Woodworth** to dispatcher, San Francisco.

**RETIREMENTS—**Delbert Weinberger, captain, Seattle, after 16 years with the company. **Chester Hutchison**, driver, Phoenix, 4½ years.

**SERVICE ANNIVERSARIES**

These employees celebrate service anniversaries during February:

**TWENTY-FIVE YEARS**

**SAN FRANCISCO—**Gustavo Torres, lead maintenance technician. **Jay Papworth**, dispatcher.

**TWENTY YEARS**

**PHOENIX—**Robert Semones, maintenance control manager. **Evangeline Casillas**, flight attendant. **SAN FRANCISCO—**Rose Anderson, credit union manager. **Norman Grim**, maintenance technician.

**FIFTEEN YEARS**

**EUREKA—**Donald Craig, chief station agent. **YUMA—**Verne Roenfeldt, chief station agent. **SACRAMENTO—**Lee Macomber, chief station agent. **TUCSON—**Juan Mireles, maintenance technician. **SANTA ANA—**Gary McCarty, chief station agent. **PORTLAND—**Donald Green, station agent. **Darrel Walkemeyer**, lead maintenance technician. **LAS VEGAS—**Harry Coffin, captain. **SALT LAKE CITY—**Lavor Coates, maintenance technician. **PHOENIX—**Edgar McFadden, accessory overhaul technician. **John Hansen**, hanger maintenance

lead technician. **Paul Mueller**, quality control lead technician. **David Griggs** and **Jack Landers**, station agents. **SAN FRANCISCO—**Clive Antram, overseas maintenance representative (Mauritania). **Mary Kassay**, transcription operator. **Carl Vonderwall**, lead maintenance technician. **Jack Moreci**, avionics technician. **Ron Wachtler**, maintenance technician.

**TEN YEARS**

**MONTEREY—**Valda Luiz, ticket agent. **IDAHO FALLS—**Richard Porter, station agent. **SAN FRANCISCO—**Wendy Thomann, ticket agent. **John Oates** and **Paul Schmidt**, captains. **LAS VEGAS—**Dale Davis, Harry Sallmon and Leslie Tison, captains. **PHOENIX—**Louis Pavesi, captain. **Howard Olson**, instruments and avionics services technician. **Julio Tarrago**, ground equipment shop technician. **Steve Templeton**, telephone sales manager. **Shirley Walker**, intermediate clerk, inventory control.

**FIVE YEARS**

**GUADALAJARA—**Jose Ochoa, office boy. **PHOENIX—**Harold Westmoreland, computer operations supervisor.

## Wade and Gostyla advance in marketing

Several changes have taken place in our sales force.

- **Jean Wade** has been promoted from assistant to the vice president of marketing to sales administration manager. (**Dick Hankins**, consumer affairs director, will assume the additional responsibilities of assistant to the vice president.)

- **Margie Gostyla** has been promoted from sales representative to manager of Mexico sales in the U.S.

- **Don Cooper** has moved to Boise as intermediate cities sales manager (Idaho, Washington, Oregon). He was special projects assistant to the marketing vice president. (**Dick Fouts** remains manager for California and Arizona.)

- **Rich Miller** has rejoined marketing as account executive in Seattle. He was regional public affairs director there. In his new position, he will be responsible for large corporate and industrial accounts in the northwest.

- **Carol Burgess**, sales representative, has transferred from Boise to Phoenix.

Wade, Cooper, Miller and Burgess are part of field sales, of which **Bill Maloney** is director. Gostyla reports to **Dick Neal**, passenger sales director.

## Credit, collections, insurance

### Two in finance promoted to director

Promotion of two employees to director has been announced by **Harry Swenson**, vice president of finance and treasurer.

**Jack Helms**, whose career in the airline industry spans 20 years, has been promoted to director of credit and collections; **Ernest R. Koenig**, who has 24 years experience in financial positions, has been promoted to director of insurance and financial systems.

Helms is responsible for all our credit and collections activity, including negotiation and control of credit card arrangements with banks, commercial credit card companies and other airlines.

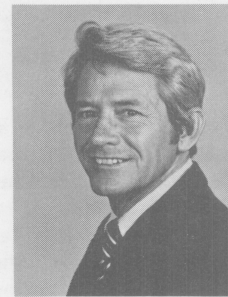


Koenig

He joined us in 1970 as a senior auditor and most recently was manager of credit and collections.

Before that Helms, 48, was with Pan American World Airways for 16 years in Miami, Fla., New York, San Francisco and Bangkok, Thailand.

He is a graduate of the University of Miami and a member of the credit committee of the Air Transport Association and the California Check Investigators Association.



Helms

Koenig's responsibilities include administration of our corporate insurance and risk management programs; providing overseas projects with accounting and systems assistance; and conducting work simplification and paper flow systems studies.

He joined us in 1972 as a systems planner and accounting policies and procedures specialist. He has been insurance administrator since 1973.

Koenig, 51, previously held financial positions with General Electric for 17 years and with Intermed Corp. and University Computing Co. in Dallas, Tex.

He graduated from the University of South Dakota and is a member of the Institute of Internal Auditors and American Society of Insurance Management. He served in the Navy during World War II.

## Two Employee Club regions elect '75 officers

Two Employee Club regions have announced election of officers for 1975.

In Los Angeles, **Wilma Posvar**, reservation agent, was chosen president; **Carl Parker**, ticket agent, vice president; **Shari Graham**, ticket agent, secretary; and **Kathy Brett**, ground hostess, treasurer.

Phoenix elected **Paul Wheatley**, supply product analyst, as president; **Lynn Manning**, passenger service assistant station manager, vice president; **Chris Jensen**, reservation agent, secretary; and **Paul Ring**, engineering draftsman, treasurer.

(Names of new officers in the other three regions—Seattle, Las Vegas and San Francisco—were not available at presstime.)

Outlying stations are divided geographically under the five regions. Each region has two representatives on the system-wide executive committee.

Regional activities are funded by the company in two ways:

- Each receives \$3 per year for each employe within its region;
- Funds from the sale of such materials as unclaimed baggage, scrap metal and other items are divided equally among the regions.

In addition, profits from some vending machines support regions.

Regions also have fund-raising events and raffles and sell Hughes Airwest items such as flight and valet bags, RON kits and airplane models.

Revenues are used to sponsor events, including Easter egg hunts, picnics, Halloween and Christmas parties and golf tournaments, and to offer employe discounts.

## IN MEMORIAM

Lenora H. Hodges, mother-in-law of **Rusty Rostad**, district sales manager, Portland, Jan. 17.

**Henry Smith**, captain, Seattle, Feb. 3.

Richard J. Brown, son of **Sebastian Brown**, ground serviceman, Portland, Feb. 3.

## HEIR FARE

To **Vonnie** and **Gary Timm**, Phoenix maintenance: a girl, **Kristen La Vonne**, 8 lbs. 1 oz.; Oct. 25.

## Edmonton/Spokane nonstop flights start

Edmonton got its first nonstop jet to the Pacific Northwest beginning Feb. 23 when we launched our spring schedule.

"We're pleased to be part of this jet-age milestone for Edmonton," said **Dave Ferguson**, sales manager for Canada.

Currently we operate two daily round-trip flights linking the capital of Alberta with Spokane, one of which will continue to stop in Calgary.

The new daily nonstop jet will operate southbound at 9 a.m. and northbound from Spokane at 7:55 p.m. Both also will serve Salt Lake City, Las Vegas, Los Angeles and, on the southbound leg only, San Diego.

**FAM TRIPS** (Continued from page 3) destinations this year.

A new CAB limitation sets a ceiling of no more than 500 travel agents who may be taken to any one country a year—based on one million or more annual transborder passengers—to be divided among all carriers serving that country.

Sixty per cent of our international traffic and revenue is generated by travel agencies.

Los Angeles

CTOs



The city ticket office in Los Angeles has moved around the corner into new quarters and the CTO in Mazatlan has been remodeled, inside and out. Pictured at left assisting a customer in Los Angeles at the new sit-down counter are Jonni Talman, ticket agent, and Joe Cadenhead, district sales manager. The office, still in the Biltmore Hotel, moved from Sixth St., around the corner to 531 Olive St. It is "more in the Hughes Airwest style," according to Cadenhead, and features a new sign outside. The new location opened in late December and was dedicated at an open house attended by Los Angeles employes on Jan. 29. The remodeled Mazatlan office was dedicated Jan. 16. Shown top right at the counter are (from left) Leonor Medrano, Sofia Dominguez and Magdalena Levin. A new sign was added outside (lower right).

Regional comparison

We place second in RPMs, ASMs in 1974

We jumped from third to second place in revenue passenger miles and available seat miles in 1974 in comparison with seven other regional airlines.

Allegheny remained in first place in those two categories, comparing 1973 and 1974. We remained in second place—behind Frontier—in load factor, and in fourth place—behind Allegheny, North Central and Piedmont—in total number of passengers.

(Numbers in parentheses below indicate comparative ranking in the two years.)

	1974	1973
<b>ALLEGHENY</b>		
Rev. Pass. Miles	3,404,639,000 (1)	3,290,861,000 (1)
Avail. Seat Miles	6,432,927,000 (1)	6,798,776,000 (1)
Load Factor (%)	52.9 (3*)	48.4 (4)
Passengers	10,900,259 (1)	10,822,357 (1)
<b>HUGHES AIRWEST</b>		
Rev. Pass. Miles	1,443,427,670 (2)	1,259,907,688 (3)
Avail. Seat Miles	2,600,654,395 (2)	2,456,953,188 (3)
Load Factor (%)	55.5 (2)	51.3 (2)
Passengers	3,662,179 (4)	3,365,910 (4)
<b>FRONTIER</b>		
Rev. Pass. Miles	1,392,166,000 (3)	1,308,890,000 (2)
Avail. Seat Miles	2,490,795,000 (3)	2,472,696,000 (2)
Load Factor (%)	55.9 (1)	52.9 (1)
Passengers	3,192,819 (6)	3,007,174 (5)
<b>PIEDMONT</b>		
Rev. Pass. Miles	1,097,082,663 (4)	994,352,735 (5)
Avail. Seat Miles	2,074,010,704 (5)	1,987,613,329 (5)
Load Factor (%)	52.9 (3*)	50.0 (3)
Passengers	3,821,136 (3)	3,525,694 (3)
<b>NORTH CENTRAL</b>		
Rev. Pass. Miles	1,060,865,304 (5)	1,011,524,922 (4)
Avail. Seat Miles	2,151,271,083 (4)	2,138,660,601 (4)
Load Factor (%)	49.3 (7)	47.3 (6)
Passengers	4,546,209 (2)	4,263,231 (2)
<b>OZARK (On strike 4/19-7/5, 1973)</b>		
Rev. Pass. Miles	901,493,000 (6)	642,328,000 (8)
Avail. Seat Miles	1,796,220,000 (6)	1,349,639,000 (8)
Load Factor (%)	50.2 (6)	47.6 (5)
Passengers	3,261,106 (5)	2,307,857 (7)
<b>SOUTHERN</b>		
Rev. Pass. Miles	832,000,000 (7)	721,000,000 (6)
Avail. Seat Miles	1,618,000,000 (7)	1,643,000,000 (6)
Load Factor (%)	51.4 (4)	43.9 (8)
Passengers	2,939,965 (7)	2,493,668 (6)

TEXAS INTERNATIONAL (On strike 12/74)

Rev. Pass. Miles	758,949,000 (8)	681,902,000 (7)
Avail. Seat Miles	1,506,192,000 (8)	1,484,786,000 (7)
Load Factor (%)	50.4 (5)	45.9 (7)
Passengers	2,116,605 (8)	2,045,933 (8)

\*Load factor tie between Allegheny and Piedmont.

Price of an air ticket rises --but 'real' cost declines

Senator Barry Goldwater of Arizona recently made reference on Capitol Hill to the "real" cost of air travel when inflation is considered.

"Real" cost is based on the Consumer Price Index (CPI)—sometimes known as "what a dollar's worth."

For the sake of comparison, the CPI says that in 1967, \$100 would buy \$100 worth of goods and services. Last year, it would have taken an estimated \$160 to buy the same goods and services—a result of inflation and the declining value of the dollar.

Applying the CPI to air travel, the chart at right shows that while the amount the passenger pays out of his billfold has risen (to a high of 8.2¢ a mile last year), the "real" cost has dropped from a high of 7.6¢ a mile in 1961-62 to 5.1¢ last year.

(While it took \$160 last year to buy \$100 worth of 1967 goods and services, it took only 5.1¢ last year to travel a mile that cost 5.8¢ in 1967.)

(Applying this to the price of an air ticket, a coast-to-coast ticket cost \$290 in 1967 and \$388 in 1974; but when that cost is adjusted to the CPI, the "real" cost was only \$243.)

Tague elected chairman of regional carrier group

General manager Irving T. Tague has been elected 1975 chairman of the Association of Local Transport Airlines (ALTA) and a director of the Airline Industrial Relations Conference (AIRCON).

ALTA is comprised of the country's 13 regional carriers. AIRCON is a national organization concerned with industrial relations activities relating to the entire U.S. commercial airline industry.

	Average Yield (with tax)	Consumer Price Index*	"Real" Cost (¢/mile)
1957	5.8¢/mile	84.3	6.9
1958	6.1	86.6	7.0
1959	6.4	87.3	7.3
1960	6.6	88.7	7.4
1961	6.8	89.6	7.6
1962	6.9	90.6	7.6
1963	6.4	91.7	7.0
1964	6.3	92.9	6.8
1965	6.2	94.5	6.6
1966	6.0	97.2	6.2
1967	5.8	100.0	5.8
1968	5.7	104.2	5.5
1969	5.9	109.8	5.4
1970	6.1	116.3	5.2
1971	6.6	121.3	5.4
1972	6.7	125.7	5.3
1973	6.9	130.6	5.3
1974 (est)	8.2	160.0	5.1

\*Consumer Price Index Base Year 1967 = 100.0.

