

# HUGHES AIRWEST

Vol. 7, No. 9

Hughes Air Corp.

September 1975

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## August traffic sets new passenger and RPM records

We flew more passengers more miles during August than in any other month in our history.

Systemwide boardings jumped 5 per cent to 356,500 passengers—shattering the previous record of 339,400 set in August 1974.

Revenue passenger miles (RPMs) rose 6.8 per cent to 142,833,800 from 133,742,000. The previous monthly high for RPMs was 134,925,300 set in March 1975.

(We broke other records last month, too. See page 2.)

Average on-time performance jumped to 87.7 per cent from 75.3.

Available seat miles (ASMs) totaled 247,425,500, up 7.8 per cent from 229,626,900 in the same month a year ago.

Passenger density (the average number of passengers flying per mile) dipped to 49.5 from 49.9.

Average load factor (percentage of seats filled) was 57.7 per cent, down slightly from 58.2.

Cargo ton miles declined 3.5 per cent to 691,900 from 717,100,

while the tons of cargo boarded dropped 5.3 per cent to 1,757 from 1,855.

### Year-To-Date

RPMs edged upward less than 1 per cent to 993,381,300 during the first eight months of 1975 from 990,253,244 in the same year-ago period.

Boardings, however, dipped 3 per cent to 2,445,400 from 2,521,000.

The on-time average rose to 85.6 per cent from 76.

ASMs gained nearly 11 per cent to 1,886,987,900 from 1,701,642,400.

Systemwide density dropped 6.7 per cent to 45.6 passengers from 48.9, while the average load factor declined to 52.6 per cent from 58.2.

Cargo ton miles advanced slightly to 5,476,800 from 5,469,000. Tons of cargo boarded fell 4.6 per cent to 13,487 from 14,136.

## Hughes Airwest beats one of its competitors in mighty messy match

Hughes Airwest has creamed the competition.

Our team beat Western Airlines' at the World's Largest Pie Fight Sept. 20 at the Cow Palace near San Francisco.

The event was sponsored by the Belmont Lions Club and benefited the blind.

Each of the 20 teams entered had to heave 70 pies at the opposing team. The object was to hit the opposition while avoiding their pies at the same time. The team that stayed the cleanest, while displaying the greatest accuracy, won.

Judges picked a winner from each team who advanced to the finals from which a world champion was selected. **Javier Cano**, San Jose ticket agent, represented us in that match.

For three days before the fight, berry pies were served on selected Los Angeles-San Francisco flights. Passengers signed cards encouraging us to give Western "the berries" at the fight.

These cards were presented by our team to Western at its San Francisco ticket counter. They also shared a four-foot square pie with Western employees and passengers which read "We're going to cream you, Western."



Our team at the World's Largest Pie Fight . . . their motto was 'Come pie with the sunshine'

**Linda Cano**, executive secretary in stations administration, issued the initial challenge to Western to meet us in the fight. She and **Lynn Kirby**, clerk typist in stations training, organized the events and our participation in the contest.

(See back page for a photo of our "pie-eyed" victors.)

**Capsuled analysis**

# How goes it . . .

Our highly competitive summer schedule generally was successful.

However, the revenues it generated were not enough to offset heavy losses incurred during the first half of the year.

The six-month net loss was almost \$3.3 million compared to a profit of more than \$6.6 million last year. The summer schedule cut losses to \$1,179,000 (see Financial Results below).

Traffic grew slowly in July; a new schedule that concentrates on competitive big-city markets historically runs into a time lag before taking hold with the traveling public.

(Continued on back page)

## Regional airlines lose \$30.5 million in first six months

Our load factor was the second highest among mainland regional carriers during the first half of 1975.

It was 52.2 per cent, compared to Frontier's 53.5 per cent, the highest.

Regional airline revenue passenger miles dropped 4.2 per cent during that period compared to the first half of 1974.

Available seat miles were up 6.9 per cent, but passenger boardings dropped 6.3 per cent.

Load factor dropped from 55.2 per cent to 49.4.

Financially, regional carriers reported a \$19 million net loss in the first half of 1975, compared to a \$30.5 million profit in the same 1974 period. Only one of the nine airlines showed a net profit.

### REGIONAL SIX MONTH TRAFFIC & FINANCIALS

	6 months 1975*	6 months 1974*	Change
<b>OZARK</b>			
RPM	458,954	435,741	+ 5.3%
ASM	976,777	832,317	+17.4%
Load factor (%)	47.0	52.4	-4.5 points
PAX	1,610	1,598	+ 0.7%
Operating revs.	\$61,547	\$56,453	+ 9.0%
Operating exps.	61,249	52,262	+ 17.2%
Net profit (loss)	(612)	688	-189.0%
<b>HUGHES AIRWEST</b>			
RPM	724,099	732,952	- 1.2%
ASM	1,387,586	1,244,803	+11.5%
Load factor (%)	52.2	58.9	-6.7 points
PAX	1,769	1,866	- 5.2%
Operating revs.	\$80,271	\$78,997	+ 1.6%
Operating exps.	82,054	69,619	+ 17.9%
Net profit (loss)	(3,289)	6,623	-149.7%
<b>ALLEGHENY</b>			
RPM	1,537,274	1,680,736	-8.5%
ASM	3,065,604	3,028,456	+1.2%
Load factor (%)	50.1	55.5	-5.4 points
PAX	4,893	5,438	-10.0%
Operating revs.	\$176,027	\$179,408	- 1.9%
Operating exps.	181,180	165,839	+ 9.3%
Net profit (loss)	(10,697)	6,676	-260.2%
<b>PIEDMONT (Not including general aviation division)</b>			
RPM	492,473	538,020	- 8.5%
ASM	1,061,944	969,401	+ 9.5%
Load factor (%)	46.4	55.5	-9.1 points
PAX	1,694	1,896	-10.7%
Operating revs.	\$66,152	\$65,386	+ 1.2%
Operating exps.	69,898	61,154	+ 14.3%
Net profit (loss)	(2,675)	3,419	-178.2%

## FINANCIAL RESULTS

	Aug. '75*	Aug. '74*
Operating revenue	\$ 16,339	\$ 14,939
Operating expense	14,550	13,482
Operating earnings	1,789	1,457
Non-operating earnings (loss)	(365)	(195)
Provision for taxes	—	155
Net earnings	1,424	1,107
Year-to-date*		
Operating revenue	\$111,328	\$107,760
Operating expense	111,046	95,837
Operating earnings	282	11,923
Non-operating earnings (loss)	(1,513)	(490)
Provision for taxes	(52)	3,040
Net earnings (loss)	(1,179)	8,393

\*All data in thousands (add 000).

	6 months 1975*	6 months 1974*	Change
<b>NORTH CENTRAL</b>			
RPM	472,438	494,308	- 4.4%
ASM	1,047,753	998,324	+ 5.0%
Load factor (%)	45.1	49.5	-4.4 points
PAX	2,098	2,200	- 4.7%
Operating revs.	\$74,187	\$72,267	+ 2.7%
Operating exps.	73,795	64,141	+15.1%
Net profit (loss)	(341)	3,337	-110.2%
<b>SOUTHERN</b>			
RPM	398,100	416,400	- 4.4%
ASM	818,100	800,100	+ 2.2%
Load factor (%)	48.7	52.0	-3.3 points
PAX	1,400	1,500	- 6.7%
Operating revs.	\$54,638	\$52,234	+ 4.6%
Operating exps.	55,317	47,885	+15.5%
Net profit (loss)	(1,330)	2,809	-147.3%
<b>AIR NEW ENGLAND</b>			
RPM	21,343	18,636	+14.5%
ASM	48,981	37,178	+31.7%
Load factor (%)	43.6	50.1	-6.5 points
PAX	156	135	+15.1%
Operating revs.	\$5,356	6,443	-16.7%
Operating exps.	6,443	(1,360)	-
Net profit (loss)	(1,360)	-	-
<b>FRONTIER</b>			
RPM	648,489	680,959	+ 0.5%
ASM	1,280,417	1,147,385	+11.6%
Load factor (%)	53.5	59.3	-5.8 points
PAX	1,542	1,551	- 0.6%
Operating revs.	\$80,904	\$74,685	+ 8.3%
Operating exps.	75,506	64,812	+16.5%
Net profit	3,179	6,542	-51.4%
<b>TEXAS INTERNATIONAL (On strike to 4/3)</b>			
RPM	153,642	393,607	-61.0%
ASM	340,775	766,005	-55.5%
Load factor (%)	44.4	51.4	-7.0 points
PAX	425	1,191	-64.3%
Operating revs.	\$27,640	\$45,939	-39.8%
Operating exps.	29,864	44,408	-32.8%
Net profit (loss)	(3,281)	431	-861.3%
<b>EIGHT REGIONAL CARRIER TOTALS**</b>			
RPM	4,789,143	4,997,752	- 4.2%
ASM	9,687,162	9,057,965	+ 6.9%
Load factor (%)	49.4	55.2	-5.8 points
Passengers	15,161	16,186	- 6.3%
Operating revs.	\$445,515	\$446,140	-0.14%
Operating exps.	447,864	404,447	+10.7%
Net profit (loss)	(19,046)	30,524	-163.0%

\*\*Carrier totals immediately above do not include Texas International in the traffic figures (because of its strike) and do not include Air New England in the financial figures (because it was not certified as a regional until this year and therefore its 1974 figures are not comparable).

\*All figures (except load factor) in thousands; add 000. Figures compiled by Aviation Daily.



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## Friday passengers break previous all-time boarding record three times in August

August was a record month in terms of more than just passenger boardings and revenue passenger miles (see story on page 1).

The previous record for number of passengers boarded in one day was broken three times last month—all Fridays. The remaining Friday ranked sixth (see chart below). The new record—set Aug. 15—was the first day on which we boarded more than 14,000 passengers.

August was also the second highest month in terms of available seat miles flown—exceeded only by July of this year.

Load factor ranked fifth last month and density placed fourth, compared to all previous months.

DAILY and MONTHLY TRAFFIC PERFORMANCE RECORDS				
Rank/Day		Month		
<b>Passengers Boarded</b>				
1	8/15/75 (Fr.)	14,026	8/75	356,505
2	8/29/75 (Fr.)	13,878	8/74	339,424
3	8/ 8/75 (Fr.)	13,742	3/74	334,386
4	5/25/74 (Fr.)	13,728	8/73	325,640
5	5/23/75 (Fr.)	13,673	6/74	322,455
6	8/22/75 (Fr.)	13,650	5/74	316,068
<b>Revenue Passenger Miles</b>				
1	3/27/75 (Th.)	6,062,551	8/75	142,833,849
2	12/21/74 (Sa.)	5,921,906	3/75	134,925,317
3	12/21/73 (Fr.)	5,912,180	8/74	133,741,953
4	12/20/74 (Fr.)	5,761,655	3/74	130,623,632
5	3/28/75 (Fr.)	5,677,273	7/75	126,448,405
<b>Available Seat Miles</b>				
1			7/75	251,976,698
2			8/75	247,425,466
3			3/75	243,573,829
4			6/75	242,703,681
5			12/74	237,602,864
<b>Load Factor (%)</b>				
1	11/25/73 (Su.)	76.8	3/74	63.2
2	2/15/74 (Fr.)	74.1	4/74	62.3
3	2/18/74 (Mo.)	73.8	2/74	61.0
4	4/ 5/74 (Fr.)	73.1	8/74	58.2
5	4/ 7/74 (Su.)	72.2	8/75	57.7
<b>Density</b>				
1	12/29/74 (Su.)	63.8	3/74	52.4
2	11/25/73 (Su.)	62.1	4/74	51.6
3	2/18/74 (Mo.)	62.1	2/74	50.5
4	12/21/74 (Sa.)	61.9	8/75	49.5
5	2/15/74 (Fr.)	61.3	6/74	48.3
<b>Average Trip Length (Miles)</b>				
1	12/21/74 (Sa.)	514.8	12/74	430.6
2	12/22/73 (Sa.)	501.0	3/75	427.5
3	3/27/75 (Th.)	487.0	1/75	422.2
4	3/28/75 (Fr.)	465.3	2/75	414.5
5	12/29/74 (Su.)	464.0	12/73	411.5

## TRAFFIC SCOREBOARD

	Aug. '75	Aug. '74	% Change
PAX	356,505	339,424	+ 5.0
RPM	142.8 mil.	133.7 mil.	+ 6.8
ASM	247.4 mil.	229.6 mil.	+ 7.8
Load factor	57.7%	58.2%	- 0.8
PAX density	49.5	49.9	- 0.8
Cargo ton miles	691,916	717,141	- 3.5
Cargo tons brd.	1,757	1,855	- 5.3
On-time	87.7%	75.3%	-
Year-to-date			
PAX	2.45 mil.	2.52 mil.	- 3.0
RPM	993.4 mil.	990.3 mil.	+ 0.3
ASM	1.887 bil.	1.702 bil.	+10.9
Load factor	52.6%	58.2%	- 9.7
PAX density	45.6	48.9	- 6.7
Cargo ton miles	5.48 mil.	5.47 mil.	+ 0.1
Cargo tons brd.	13,487	14,136	- 4.6
On-time	85.6%	76.0%	-

## Denver to Mexico— Frontier to connect with us in Arizona

Daily Frontier Airlines flights between Denver and Phoenix/Tucson will connect with our Mexico flights starting Nov. 7.

One morning Frontier flight from Denver will connect in Tucson with our Mazatlan and Guadalajara-bound flight.

A later morning flight will connect in Phoenix with our Puerto Vallarta-bound flight. That flight stops in Guaymas or La Paz, depending on the day of the week.

Return connections are also scheduled.

Fun Books and puppets have been prepared for the amusement of children on our flights.

The puppet, now available, is stuffed with a magic slate, puzzles, kiddie wings and balloon. The Fun

Book contains 16 pages of games related to air travel and a punch-out DC-9 model. It will be available about Nov.

15. The items were a year-long project of Elizabeth Nulf Taylor (right), San Francisco flight attendant. She

experimented with a variety of possible games with children in flight. She wrote and designed the products on her own time. About 60,000 sets are being prepared. The puppets were stuffed and sealed by Goodwill Industries' rehabilitation workshop.



### First 'Special Sales Force' members

## Two employes' wives sell 40 seats

Wives of two employes have been cited for selling group travel on Hughes Airwest.

Linda Taillon, wife of Twin Falls station agent **Robert Taillon**, generated a 20-passenger group from Twin Falls to Salt Lake City, where they made connections to Denver to attend a Mountain Bell Telephone conference.

She also arranged, through a travel agent, for a group to fly to the San Francisco Bay Area for the World Series had the Oakland As won the playoffs.

Virginia Timms, wife of Eugene Station agent **Gary Timms**, arranged for a group of 20

to fly to the National AAU Junior Track Meet in 1976. The group will fly via San Francisco or Los Angeles. The meet will be held in California, New Mexico or Florida.

Efforts of the two wives were part of a special test program in five northwest intermediate cities during August and September.

Spouses of employes were hosted at brunches in Kalispell, Lewiston, Yakima, Twin Falls and Eugene and told how they could follow up on sales leads for Hughes Airwest.

For their successes, Taillon and Timms were named in their citations as members of a Hughes Airwest "Special Sales Force".

They also received positive-space trip passes for two, weekend hotel accommodations and cost of a babysitter.

According to **Rusty Rostad**, northwest intermediate cities sales manager, the Special Sales Force program is now being evaluated for possible use in other cities systemwide.

**Bill Maloney**, field sales director, said, "The success of these two wives demonstrates a potential that spouses have to make contacts for us through their own social and business acquaintances."

## New foreign visitor fare— unlimited travel, 7 stopovers

Hughes Airwest is offering a new bargain fare for foreign visitors to the U.S. It took effect Sept. 6.

A foreign tourist can travel with up to seven stopovers for \$330; the children's fare is \$230. Additional stopovers are \$10 each.

The fare represents an improvement from the industry-wide Visit-USA plan, which offers a 20 per cent discount from coach fare on each segment of a foreign visitor's tour.

Under the new fare, foreign tourists' trips have to originate at least 100 miles beyond the continental U.S. Tickets must be purchased no later than seven days after reaching the U.S.

The tour must start within 15 days after arrival in the U.S. and can't be for more than 90 days. Travel is permitted anytime except between 2 p.m. and midnight on Fridays and Sundays.

Eligibility extends to U.S. citizens living abroad and to residents of overseas jurisdictions of the U.S.

## We carry half of total U.S./Mazatlan traffic

More than half of the air traffic between the U.S. and Mazatlan flew on Hughes Airwest in the first half of 1975. It is the first time we have captured a majority of the passengers between the U.S. and one of our five Mexico resort destinations.

In the first six months of this year, we carried 50.8 per cent of the passengers flying between the U.S. and Mazatlan. In that period in 1974, we carried only 44.3 per cent of the traffic.

Our Mazatlan traffic was up 4.2 per cent in the first six months of this year, compared with the same 1974 period, in spite of a 9.1 per cent drop in the total air traffic in that market.

**Rick Gostyla**, marketing planning director, credits the increase to sales and stations personnel systemwide who promoted the company's "Paradise for Pesos" program. "I have never seen as clear an indication of the impact of any marketing program as this," he said.

## Idaho/San Francisco traffic boosted by new direct flights

Five hundred passengers traveled between San Francisco and three cities in Idaho last month as a result of first-time daily direct service.

The new flights—inaugurated Sept. 3—link Twin Falls, Pocatello and Idaho Falls with the Golden Gate city, with stops in Stockton.

## New flying club negotiating to lease Cessna for its 'fleet'

The newly organized Flying Club is negotiating the lease on a small aircraft.

The group is planning to lease a late-model Cessna 150 for use at cost by members. It would be kept at San Carlos Airport, south of San Mateo.

The club is open to employees system-wide and company-sponsored Explorer Scouts. The group hopes to offer instruction in the future.

Officers are: **Jim Hauptert** (president), employe development manager; **Capt. Carl Mauck** (vice president); **Pat Moriarty** (secretary), chief reservation agent; **Jim Franz** (treasurer), crew scheduling and flight records manager; and **Bill Sundin**, (aircraft maintenance and safety officer), system standardization specialist.

Other board members are: **Beverly Grear**, seat inventory control supervisor; **Paul Israel**, inflight services instructor; **Dolores Menchini**, secretary, flight operations; **Jed Orme**, attorney; **Tom Pepler**, labor relations manager; and **Kip Wharnton**, stations and traffic staff vice president.

Those interested, including student pilots, should contact Hauptert or any board member for further information.

## A working 'honeymoon'

Two Seattle flight attendants spent their first few hours as newlyweds up in the air—not on cloud nine, but at work.

**Ruth Yoder** and **Kelly Parker** were married at noon on Sept. 30 and three hours later were crewmembers on a five-hour trip headed for Idaho Falls and an overnight layover.

When they arrived at their motel, the couple was given the bridal suite, arranged for by station manager **Richard Slavik**, who had been tipped off by **Nelda Williams**, Seattle inflight services assistant base manager.

Awaiting them in their room was an arrangement of flowers—blue and yellow, of course.

## First ski club chapter and team organized

Forty Seattle skiers have organized into what they hope is the first chapter of a systemwide ski club and racing team.

The group and its activities are open to all employes until other chapters are organized elsewhere.

Officers elected at its Sept. 19 organizational meeting are: **Rick Steele** (president), ticket agent; **Connie Mason** (vice president), flight attendant; **Sue Ludwig** (secretary), flight attendant; and **Lee Allison** (treasurer), station agent. **Bob Showalter**, chief station agent, is ski team captain.

Planned club events include weekly trips to ski areas near Seattle, a five-day ski trip to Bogus Basin near Boise in March, and participation at interline ski activities.

The team—comprised of club members with intermediate or expert ability—will attend racing camps and competitions at Mission Ridge and Crystal Mountain, Wash.; Vale, Colo.; Mt. Hood, Ore.; and Lake Tahoe, among others.

Blue and yellow uniforms are available for purchase at reduced prices.

Employes interested in joining the club should contact Steele. Their next meeting is Nov. 6.



Los Angeles kicked off introduction of our new Jackpot fare between Southern California and Las Vegas Sept. 3 with an open house for passengers. Pictured (from left) are: **Joe Cadenhead**, district sales manager; **James Kernodle**, Yellow Cab community relations and marketing vice president; **Dick Metler**, International Airport manager (now aviation director for the City of San Jose); and **Ralph Sellers**, station manager. **Dyane Rigas** and **Ardella Snow**, reservation agents, served coffee, cake and champagne to passengers throughout the day to promote the new fare.

## Southern California/Las Vegas

# Out of cars and onto our flights—advertising promotes Jackpot fare

About 1300 passengers used our new Southern California/Las Vegas Jackpot fare round-trip last month. The company's goal is to increase this to 6500.

The new fare is being advertised in 19 area newspapers, 60-second commercials are being aired on 12 radio stations, and outdoor billboards advertise the new fare throughout Southern California and on highways to and from Las Vegas in an effort to convert auto traffic to air.

Jackpot fare—available during non-peak periods and with other restrictions—is \$45 round-trip, compared to the standard fare of \$66. It is available at Los Angeles, Burbank, Ontario, Santa Ana and Las Vegas.

The fare is the lowest in those markets since 1970 when a special \$42 commuter fare was offered.

Hughes Airwest provides nearly 50 per cent of the 543 nonstop flights operated each week between the four airports and Las Vegas and the only scheduled service between Las Vegas and Ontario, Santa Ana and Burbank.

## Sun Pho

Newly-designed sweat shirts are (See page on reservation agent; and Bessette, avioni

The 100 per are available wi but on the front Adult sizes an extra-large (46-4 Prices are:

Orders should payable to the c treasurer, Phoeni

## Runway co

Flights resume We were forced ing runways. Rep The airport ha: eral Aviation Adm

## Burst shirts sold by Phoenix Employes Club

Hughes Airwest T-shirts and long- and short-sleeve being sold systemwide by the Phoenix Employes Club. Photo. Pictured there are April Davies (front), reservant back, from left) Paul Ring, draftsman; Jean Westley, and Lynn Bessette, 15-year-old daughter of Larry radio shop supervisor.)

ent cotton shirts—with four-color sunburst design—the art on either the front or back of adult shirts, only of youth shirts.

small (34-36), medium (38-40), large (42-44) and . Youth sizes are 8, 10-12, 14-16 and 18-20.

### T-shirts

Adult yellow, \$4 Adult white, \$3  
Youth yellow, \$3 Youth white, \$2

### Sweat shirts

Adult long-sleeve (yellow or white), \$5.00  
Adult short-sleeve (yellow or white), \$4.50  
Youth long-sleeve (yellow only), \$4.25  
Youth short-sleeve (yellow only), \$3.75

are sent to the Phoenix Employes Club, with a check or money order. Questions can be answered by Paul Ring, club extension 463.

## Construction completed at Redmond

Oct. 29 at Redmond/Bend, Oregon.

to halt service there March 4 because of deteriorated aircraft were delayed by weather.

been recertificated for DC-9 operations by the Federal Aviation Administration.

## Dates set for employe Christmas parties

Phoenix Employe Club Christmas parties have been scheduled in Las Vegas, Seattle, Phoenix and Los Angeles.

### LAS VEGAS

Tuesday, Dec. 2, at the Italian American Club.

### SEATTLE

Saturday, Dec. 20, at the Mt. Rainier Golf & Country Club.

### PHOENIX

Saturday, Dec. 6, at the Ramada Inn East.

### LOS ANGELES

Friday, Dec. 12, at the Airport Sheraton Inn.

## Santa Ana agent saves drowning infant

Alan Kasubuchi, Santa Ana station agent, is credited with saving a 2-year-old boy from drowning last month in Salt Lake City.

Kasubuchi, 26, dived into the Jordan River after hearing the cries of the tot's older sister. When Kasubuchi became mired in mud, he braced the boy against a log and gave mouth-to-mouth resuscitation.

By the time police arrived, neighbors had helped them to shore and the child was breathing normally.

Kasubuchi joined the company in 1968 and formerly worked in Salt Lake City.

## Six compete in Texas tennis meet



These six flight attendants represented Hughes Airwest Oct. 7-10 in the International Airline Stewardess Tennis Championships at the Lakeway World of Tennis in Austin, Texas. Shown are (from left, front): Carol Stober, Las Vegas; and Alice Herdman, San Francisco; and (back) Linda Hillbert, Phoenix; and Mary Kay Peterson, Jamie Serino and Lois Dudley, of Las Vegas. Fourteen airlines participated. Although our team didn't place in the tournament, it did make the finals of the "melting pot" consolation matches. Our participation in the event was coordinated by Richard Wilson, San Francisco flight attendant.

### First joint management course

## Training attracts 15 From Mexico, U.S.

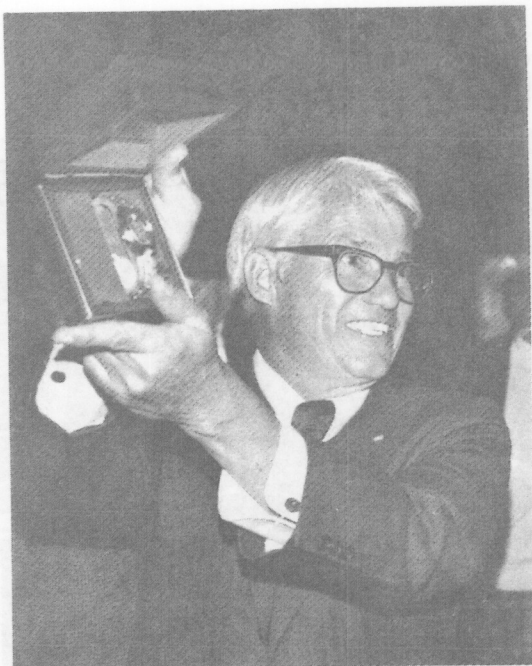
Fifteen employes participated in the first joint U.S.-Mexico management training course Oct. 14-16 in Phoenix.

They were: Victor Arreola, passenger service agent, La Paz; Javier Arroyo, senior passenger service agent, Guadalajara; Jorge Calderon, sales representative, Guadalajara; Alejandro Cardenas, passenger service agent, La Paz; Gary Landon, business systems design project supervisor, Phoenix; Jesse Law, chief station agent, Santa Ana; Juan Antonio Llanes and Jose Modesto Llanes, passenger service agents, Guadalajara.

Enrique Miguel Maldonado, senior passenger service agent, Mazatlan; Leopoldo Perez, senior passenger service agent, Puerto Vallarta; Fernando Quintero, senior passenger service agent, Guaymas; Roberto Rafael Ramirez, passenger service agent, Guaymas; Alicia Velazquez, CTO supervisor, Guadalajara; Frank Walker, chief station agent, Yuma; and James Zamensky, station manager, Fresno.

The sessions, entitled "Supervision II—Theory and Case Application", were conducted by Jim Haupert, employe development manager.

The course on job situations emphasized problem analysis, time management, cost control, human relations and achieving team efforts.



**RETIREMENTS**—Two San Francisco pilots were honored in retirement ceremonies Sept. 22. When they arrived on a flight from Idaho, 100 friends and relatives were on hand to greet them. Capt. Lee Carter (left) shows off a watch he received from the company and his fellow pilots. Capt. Jim Douglass (right) was given a camera. Douglass joined the company (Pacific) in 1946. Carter joined the company (Pacific) in 1948 and was based in Las Vegas from 1969 to 1973.

## SERVICE ANNIVERSARIES

### TWENTY-FIVE YEARS

SEATTLE—Ben Aspen, captain. PHOENIX—Roland Woolsey, lead avionics technician.

### TWENTY YEARS

NORTON AIR FORCE BASE, Calif.—Donald Jaquess, SATO agent. GREAT FALLS—Willard (Bud) Moss, chief station agent. PHOENIX—Bobby Moulding, Frank Akers and Joe Brinnon, captains. SEATTLE—John Maus, captain. Lester Swartz, assistant maintenance district manager. Jim Davenport, telephone sales manager. LAS VEGAS—Charles Kingen, captain. Dan Wristen, assistant maintenance district manager.

### FIFTEEN YEARS

PHOENIX—Herbert Spencer, reservation agent. Thomas Bayer, maintenance control supervisor. LAS VEGAS—Raymond Dallmer, lead maintenance technician.

### TEN YEARS

LAS VEGAS—Allen Muir, captain. Renard Iarussi and George Avellar, first officers. SEATTLE—Ronald Eichler, Vernon Jones and John Mjoen, first officers. SAN FRANCISCO—Harold Friesen and Raymond O'Neal, captains. Anita Jorgenson, senior clerk, personnel. Nancy Soukup and Patricia Vecki, flight attendants. PHOENIX—Stewart Wood, intermediate accountant. Robert Evans, assistant maintenance district manager. PORTLAND—Gillian Fuller, station agent. SPOKANE—Lyle Roberts, station agent.

### FIVE YEARS

SAN FRANCISCO—Charla Meyer, intermediate accounting clerk. Dorothy Cauthen, junior accounting clerk. Richard Schluter, reservation agent. Dottie Smith, inflight services director. Ted Thivierge, ticket agent. PHOENIX—Carmen Knudsen, transcription operator. Jack Murray, ground equipment shop supervisor. LOS ANGELES—Charles Fields, station agent. SEATTLE—Nelda Williams, assistant inflight services manager.

## Two in Burma thanked for aid during Mansfield visit

Two employees were commended by the U.S. Embassy in Burma for their help during a recent visit there by Senate Majority Leader Mike Mansfield (Dem.-Mont.) and his staff.

The embassy's charge d'affaires, Richard H. Howarth, wrote the company to express "thanks for the cooperation and support" received from Jorge Mayor and William Wade.

"Knowing that the landing and takeoff arrangements were in competent hands allowed us to focus on the substance of the visit . . . this was a great help to us," he wrote.

Mayor is manager and Wade is supervisor of our technical assistance program for Union of Burma Airways in Rangoon.

## TRANSITION

**WELCOME ABROAD**—Susan DeGraeve, clerk typist, personnel, San Francisco.

**PROMOTIONS**—Rolland Sollars to dispatcher, San Francisco. Duane Siggins and Norl Reagan to reserve dispatchers, San Francisco. Lawrence Bingham to captain, Phoenix. Earl Gentry to check pilot, Saudi Arabia. Jerome Cook to pilot, Saudi Arabia.

**RETIREMENTS**—Paul McClure, cleaner, Las Vegas. He joined the company (Bonanza) in 1952.

Frank Paola, stock clerk, Phoenix. He joined the company (Bonanza) in 1957 and worked in Las Vegas until 1966.

## IN MEMORIAM

Harold G. Snider, maintenance controller, Phoenix; Sept. 30. Joined the company (Bonanza) in 1954 as a mechanic. Later he was a lead mechanic, inspector and technical training instructor. He had been maintenance controller since May 1973. Survived by his widow and three stepdaughters. He was 52.

John C. Cassidy, father of Capt. Jack Cassidy, San Francisco; Sept. 23.

Mrs. Albert LeShane, mother of Ed LeShane, station manager, Eugene; Oct. 8.



**500 YEARS' SERVICE**—Twenty employees were honored Sept. 6 at a banquet in Las Vegas celebrating their 25 years of service to the company. Also attending were their supervisors, department heads and company officers.

Joining the company in 1950 were (from left, front row): Capt. **Mace Pecora**, Seattle; **Poncho Calderon**, quality control supervisor, Phoenix; **Roland Woolsey**, lead avionics technician, Phoenix; **Olga Hakkinen**, intermediate accounting clerk, San Mateo; **Gus Torres**, lead maintenance technician, San Francisco; **Jack Whitehill**, station manager, Spokane; Capt. **Walt Stonebraker**, Phoenix. And (in back):

**Howard Parker**, station manager, Santa Barbara; **Bob Schultz**, station manager, Seattle; **Harris Felton**, chief station agent, Portland; **Jay Papworth**, dispatcher, San Mateo; **Art Ludt**, production analyst, Phoenix; **Jack O'Dell**, quality control director, Phoenix; Capt. **Ben Aspen**, Seattle; Capt. **Duane Solomon**, Seattle; and Capt. **Al Cordes**, Phoenix.

Honorees unable to attend were: **Ralph Blockhus**, station agent, Sacramento; **Don Kempf**, maintenance technician, Seattle; **Bill Shuey**, station agent, Boise; and **Ed Sundergelt**, maintenance technician, Pasco.

## General accounting promotes Long to manager

**John F. Long** has been promoted to disbursements manager in the general accounting office, San Mateo. He was senior analyst in the budgets department.

He joined the company (Bonanza) as a station agent in Blyth, Calif., in 1965. He later served as a statistician, property accountant, junior accountant, intermediate accountant and payroll supervisor. He had been senior analyst since 1972.

Long, 31, is a graduate of Weaver Airline School and studied accounting and business administration at Santa Rosa Junior College and the College of San Mateo.

Other promotions and changes in accounting include:

- **Robert Dirks**, to budgets and cost accounting manager (formerly cost accounting manager);
- **Stan Johnson**, to senior budget analyst (formerly senior accountant); and
- **Jose Bacallao**, to senior accountant (formerly intermediate accountant).

## Angulo promoted to data processing manager

**David S. Angulo** has been promoted to computer operations manager.

He is responsible for all computer data processing in Phoenix, where he is based, and at international headquarters in San Mateo.

Angulo, 40, joined the company in 1972 as a computer programmer. Most recently he was data initialization supervisor.

He attended Phoenix College and Arizona State University in Tempe.

## SERVICE ANNIVERSARIES (Continued from page 4)

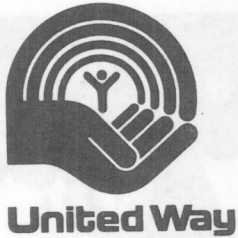
LOS ANGELES—**William Thomas**, chief station agent. PORTLAND—**Gene Vaselenko**, station agent.

### FIVE YEARS

MAZATLAN—**Sofia Dominguez**, passenger service agent. SAN FRANCISCO—**Vickie Snyder**, mail clerk. **Paul Molkenbuhr**, ticket agent. **Warrene Folks** and **Marcia Gillespie**, flight attendants. PHOENIX—**Marti Henderson**, inflight services base manager. **Barbara Jackson**, flight attendant. LAS VEGAS—**Donna Blanchette**, **Judith Damman**, **Marcia Goodman** and **Rebecca Zollo**, flight attendants. SEATTLE—**Ellen Bliesath**, **Barbara Cowger** and **Kathy Schafer**, flight attendants.



**OLGA HAKKINEN**, intermediate accounting clerk in San Mateo, is the first woman to be honored by Hughes Airwest for 25 years' service. She joined the accounting department of West Coast in Seattle in 1950 and moved to the San Francisco Bay Area following the three-airline merger in 1968. **George Scotch**, company controller, presented the 25-year plaque to her.



Members of the company's San Francisco Bay Area United Way campaign committee visited two San Mateo agencies to see how employe contributions will be put to work.

The first stop was at the Children's Health Home and Center for Educational Development.

The home strives to develop the maximum potential of the developmentally disabled in terms of social, educational and vocational adjustment and helps them become useful and productive members of society. Among activities—for which they receive wages—are polishing of silverware and assembly of audio earphones for airlines.

The group also visited the San Mateo County Suicide Prevention Center.

A wine tasting at international headquarters benefiting United Way is planned.

Ron Carlson, industrial relations staff vice president and campaign chairman, said, "The company encourages employe involvement in similar campaigns throughout the system."



United Way committee members toured the Children's Health Home in San Mateo, led by Don Roggerman (left), workshop supervisor. Pictured (from left) are: Ruth Burns, secretary, treasury; Owen Hayhurst, security investigator; Jim Hauptert, employe development manager; Dick Hankins, assistant to the marketing vice president; and Ron Carlson (campaign chairman), industrial relations staff vice president. Other campaign captains are: Bob Hill, pricing and traffic administration director; Clyde Kostenbader, assistant to the operations vice president; and Bill Levings, industrial relations services director.

## TRAVEL BARGAIN

TWA has a new "Eurofare" reduced rate program with positive space transatlantic transportation through May 15, 1976, for as little as \$120 round trip. Employes (with six months' service), spouses, dependent children under 21 and parents of employes are eligible (self-ticketing).

Round-trip transportation from San Francisco or Los Angeles to London or Paris is \$150. Round-trip fares are also available to the following zones from TWA's East Coast gateways (New York, Boston, Philadelphia and Washington, D.C.—a \$15 one-way, space available pass from any other domestic point to the gateway is available in conjunction with these fares):

Casablanca, Dublin, Lisbon, London, Madrid, Malaga, Paris, Shannon or Santa Maria (the Azores); \$120. Geneva, Milan, Rome, Vienna or Zurich; \$135. Athens, Tel Aviv or Cairo; \$150. Also, Chicago-London; \$135.

Stopovers (\$15 each, non-refundable) and travel between zones permitted. TWA also has a reduced rate Hotelpass. For brochure containing additional details write: Trans World Eurofares, P.O. Box 20326, Kansas City, Mo. 64195. (Eurofare is in addition to regular annual pass and 50/75% reduced rate transportation available on TWA year-round.)

## How goes it . . .

(Continued from page 2)

A sharp improvement occurred in August. Revenues and profits were among our best ever. But August also was our most costly month.

Underlying the summer vacation schedule—like a giant iceberg—was (and still is) a persistent soft economy that produced fewer air travelers than had been predicted by economists.

And, of course, there were inflationary pressures with which we had to contend.

The new September schedule continued to concentrate on big-city markets because that's where the greatest contributions will come from on our long-range growth curve.

Over-all, we had to reduce our available seat miles (less than last year's reduction, however) because of the end of summer vacations, the soft economy and the problem of inflation.

During preparation for the fall schedule, predictions became firmer that the economy would continue to remain soft and unchanging. Most important was the fact that we could no longer tolerate financial losses.

That's why an intensive cost-cutting program was launched last summer.

There's no question that the summer schedule trimmed our losses. Employes directly helped make it the success it was.

Still, our over-all financial posture is not at its best. And we still have four months left to report in 1975, two of which—September and October—are traditionally low traffic-generating months throughout the industry.

Looking at the regional airline industry as a whole, we seem to be at a par with the other carriers and ahead in some categories.

Hopefully we will improve by the end of 1975—a year that has been labeled one of "uncertainty" in terms of passenger traffic predictions.



**PIE-EYED**—The Hughes Airwest team that creamed Western Airlines (see front page) included (from left, front row): Charla Meyer, intermediate accounting clerk; Diana Simmons, flight attendant; Lynn Kirby, clerk typist, stations training; Javier Cano, ticket agent; (back row) Terry Ashton, planning vice president; Jack Surbridge, captain; Kathy Doyle, reservation agent; Sheryl Walter, clerk typist, personnel; Gordon Odom, print shop cameraman; and Linda Cano, stations administration executive secretary. Team members are holding their ribbons; Javier Cano, the team winner, is holding the team's trophy—a gold pie plate, of course. A Hughes Airwest rooting section was led by cheerleaders Donna Torres and Barbara Taylor and Sundance Kid mascot Shana Jarrett, all reservation agents.