



Meet our new Sundance flagship



Advanced 727-200s hike payload, range; DC-9s remain system backbone

Hughes Airwest's three new flagships — Boeing Advanced 727-200s — will be bigger and fly farther than any aircraft in our history. Their engines will be more powerful than any 727 in the world today.

Irving T. Tague, general manager, said the wide-bodied trijets "will usher in a whole new era of expansion. They represent a quantitative jump for the airline — the biggest investment we've ever made.

"In approving the purchase earlier this year, the board of directors demonstrated their confidence in our future. Cost of

the three 727s will be \$36 million, including spare engines and parts. It is the first purchase of new aircraft in the five years under Hughes management."

The new flagships will seat 155 passengers and have a maximum range of 2,750 miles.

"They will give the company the most flexibility at a realistic operating cost per seat mile, while filling short-haul economic needs and projected longer haul requirements," Tague said.

"The DC-9 fleet will continue to be the backbone of our system because it is the perfect aircraft for our type of service. However, now we're moving into new markets that call for a bigger machine.

"The 727s are a fitting climax to the last half-decade, which has produced a steady improvement in our performance and service."

Tague attributed this improvement directly to the airline's 3,800 employees, "whose dedication and hard work has propelled us into a respected and viable position in today's air transportation industry."

Current plans call for the first 727 to be used for charters
(Continued on next page)

The cavernous, bare interior of this Advanced 727-200, borrowed from Boeing's production line for this picture, shows only three-quarters of the total length of the passenger cabin. However, it already has its wide-bodied look created by molded, bowed window paneling and the contoured recessed ceiling.



Irving T. Tague
'a quantitative jump'

Establish industry first

Most powerful 727 engines -- new reserve takeoff, climb zip

The most powerful engines of any Boeing 727 in operation today will be on our new 727-200s.

They will be equipped with an automatic performance reserve (APR) system providing a new dimension in payload capability, and range.

Our three Advanced 727-200s will be the first in the world to use Pratt & Whitney JT8D-17R engines certified with the new APR system by the Federal Aviation Administration.

APR permits an engine to be operated on a day-to-day basis at less than its maximum thrust of 17,400 pounds. The unused thrust is provided automatically should an engine loss occur at takeoff or climb out—about once in a million departures.

Edwin N. Altman, vice president of operations, explained it: "Engine power is being constantly monitored by APR. If an engine's power should drop for any reason, the decrease in RPMs (revolutions per minute) is sensed. A signal instantaneously resets fuel control governors on the two remaining engines to produce a higher thrust. This increased thrust compensates, in part, for the engine that failed."

Altman said the pilot can override the system and apply reserve



Flight attendant Barbara Cowger shows Wayne Parker, Seattle manager of inflight services, the main panel that will be manned by the flight engineer, who will sit at this



CONTRACT SIGNING—Irving T. Tague, general manager, signs the contract April 10 with Boeing Commercial Airplane Company for the purchase of three Advanced 727-200 trijets. Seated next to him is co-signer Richard V. Fritts, Boeing's assistant regional director of commercial contracts. Looking on are (from right) Harry Swenson, vice president of finance and treasurer; Edwin N. Altman, vice president of operations; Robert Wylie, Boeing's area director of commercial sales; and Daniel Palmer, assistant director of Boeing's domestic sales.

\$36 million purchase is biggest since '70

Our purchase of three Advanced 727-200s from Boeing represents the largest single aircraft procurement in Hughes Airwest's history.

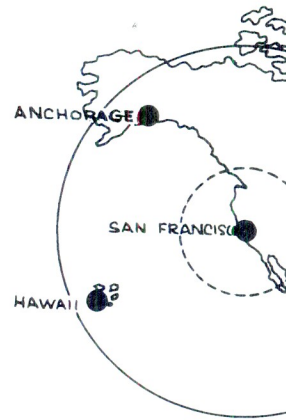
Harry W. Swenson, vice president of finance and treasurer, said "we're negotiating with major banks, investment bankers, leasing companies and with Boeing for the best possible financing package available." Details are expected to be finalized by March.

The Boeing purchase brings to \$81.5 million the total commitment for aircraft financed by the company since 1970, when it was taken over by the Hughes management.

The \$45.5 million previously raised by the company was used to buy DC-9 jets (\$26 million for 11 aircraft from Continental Airlines, \$5.5 million for two from Korean Airlines and \$14 million for four from Hawaiian Airlines).

"The \$36 million for the 727-200s, however, represents the first purchase of new aircraft by Hughes Airwest," Swenson said.

"Acquisition of the new trijets is part of a continuing effort by the company to improve its service to the traveling public and our many communities by providing more efficient and economical transportation while realizing a reasonable return on our investment," he said.



— 727-200
 --- DC9-30

MEET OUR NEW FLAGSHIP . . . (Continued from front page)

following its delivery next October, Tague said. The second two may be placed in scheduled service before the end of 1976.

For the last three years," he said, "we studied the technical aspects of a variety of aircraft, while, at the same time, making marketing forecasts to assure the best return on our investment.

"The decision to buy the Boeing jets was based on this lengthy evaluation and included a built-in flexibility to account for economic uncertainties as well as changing regulations and opportunities."

Tague said the company is looking at longer routes and charter opportunities, especially in international markets and at cities where traffic may warrant larger aircraft.

The engines, which meet the newest of the federal noise regulations (FAR 36), feature a unique automatic performance reserve (APR) to provide compensating thrust should an engine ever fail.

"This will give us a new dimension in payload capability and range," he said.

Hughes Airwest will be the only U.S. regional airline to operate the Boeing trijets.

They will boost our total jet fleet to 37 by December, 1976, when it also will include 21 DC-9-30s, which seat 103 passengers each, and 13 DC-9-10s, seating 75.

Make the comparison . . .

The following specifications compare the new Boeing Advanced 727-200 with the DC-9-30 jet—currently the largest aircraft in our fleet.

	Advanced 727-200	DC-9-30
Wing Span	108 feet	93 feet, 4 inches
Length	153 feet, 2 inches	119 feet, 4 inches
Height	34 feet	27 feet, 7 inches
Maximum Gross Weight	195,500 pounds	108,000 pounds
Maximum Landing Weight	154,500 pounds	99,000 pounds
Power	Three Pratt & Whitney JT8D-17R turbofan engines with 17,400 pounds of maximum thrust each	Two Pratt & Whitney JT8D-7 turbofan engines with 14,000 pounds of maximum thrust each
Cruising Speed	570-605 miles per hour	560 miles per hour
Maximum Cruising Altitude	41,000 feet	35,000 feet
Maximum Range	2,750 statute miles	1,350 statute miles
Passenger Capacity	155 seats	103 seats
Fuel Capacity	9,729 gallons	3,679 gallons
Time to Climb	21 minutes to 30,000 feet	22 minutes to 30,000 feet
Climb Speed	431 miles per hour	408 miles per hour

Multi-mission

Route plans simplified with versatile fleet

It's a whole new ballgame.

"Our new trijets will enable us for the first time to overcome many route planning problems," according to Terry R. Ashton, vice president of planning.

In further summarizing the impact of the three Boeings on the company, Ashton said "they are the most versatile aircraft we could have acquired."

He classified them as "multi-mission" jets that will carry more passengers over greater distances than ever before.

"Because of this range," he said, "they will fly on our longer routes, especially where we have high-temperature, high-altitude operations.

"We're looking at virtually all our major markets, including anticipated new ones resulting from possible future route awards."

Ashton predicted that the new jets would help continue the company's upward thrust in productivity that has occurred during the last five years. He specifically referred to available seat miles per block hour, available seats per departure and trip length.

This special flagship issue is the first time Hughes Airwest's monthly employee publication has been produced with full color. The tabloid size will continue to be used as the regular format.

INCREASED RANGE—Our new Advanced 727-200 will enable us to fly to New York or Hawaii with a maximum range of the DC-9s is 1,350

Company's thr search: Boeing

The search for the jetliner that would and in the 1980s spanned three years:

"Many factors and many types of aircraft were considered," said Edwin N. Altman, vice president of operations.

"We wanted new aircraft with more range and a maximum range of the DC-9s is 1,350

"We needed additional passenger capacity in and out of high-temperature areas."

"We also sought an aircraft whose noise level was minimal, whose maintenance requirements were relatively low and whose over-all reliability was unsurpassed."

Among other aircraft that the company considered were: Boeing's 720-E, McDonnell Douglas' DC-8-20, DC-8-30 and DC-9-50; Lockheed's 1011; and France's Dassault Mercure.

The advantages and disadvantages of each were weighed against our requirements.

"The winner by a landslide was the Advanced 727-200—a truly great airplane," Altman said.

30-year evolution of

The evolution of our fleet spans three decades and includes a wide variety of aircraft that have made significant contributions to the development of commercial aviation in the West.

By the end of 1976, Hughes Airwest's three new flagships will catapult the company into a new area of increased capacity, range and operational flexibility to bolster our fleet of DC-9 jets—the seventh largest in the world.

How has this evolution occurred? Eight different airlines comprise the intertwining branches of our family tree.

The most historic contributions to commercial aviation and our colorful lineage, however, took place before West Coast, Bonanza and Pacific airlines merged in 1968 to form Air West, Inc. The assets of the latter were purchased in 1970 by the Hughes management.

It began with Zimmerly

Our earliest forerunner—Zimmerly Air Transport—began scheduled service in the northwest in April, 1944 with a single-engine Cessna Airmaster. It seated only four persons, including the pilot. Zimmerly also flew a six-seat Travelaire 6000.

In mid-1945, the carrier became Zimmerly Airlines and introduced 10-passenger Boeing 247-Ds. The next year, it became Empire Airlines and, in 1948, replaced the piston-driven Boeings with 28-passenger DC-3 "Timesavers".

Meanwhile, Seattle-based West Coast, which had been

formed in 1946, w

In 1952, West Coast acquired existing aircraft service airline in the scheduled operation of the West Coast into 1966.

The eight-seat P

Coast in 1967, est:

- It was the first scheduled U.S. coast-to-coast service.
- On its inaugural flight from Seattle-Tacoma to Los Angeles, it set a new record for the fastest coast-to-coast flight in history.



PROMOTIONS—George Bosselman, Maxwell Cox and Richard Funk, to project supervisors, business systems design, Phoenix. Wesley Nakata to software communications specialist, technical support, Phoenix. Susan Anduha to senior clerk, employee selection & development, San Francisco. Linda Libby to secretary, properties & facilities, San Francisco.

WELCOME ABOARD—Flight attendants who completed training March 19: Peggy Carlton, Cindy Clarke, James Courant, Nancy Crawford, Helen Robinson, Connie Stuart and Sharon Woods, all Las Vegas; and Sandie Belcastro, Paul Bristo, Sallie Dahlquist, Joan Gonsalves, Yolanda Gonzalez, Doug Jasa, Bonnie Kirkman and Stephanie Watson, Phoenix.

IN MEMORIAM

Russell V. Stephenson, Sr., father of Russell V. Stephenson, marketing vice president, San Mateo, Nov. 30.

Miller Anderson, father of Joan Drayton, executive secretary, finance, San Mateo, Dec. 1.

Herbert Owens, father of Linda Niswander, station agent, Los Angeles, Dec. 4.

Mildred M. Smith, mother of Steve Smith, labor relations representative, Phoenix, Dec. 4.

Gloria Linebaugh, mother of Linda Golliday, flight attendant, Las Vegas, Dec. 8.

SERVICE ANNIVERSARIES

TWENTY YEARS

Richard Dunbaden, lead quality control technician, Phoenix. Wilbur Timberlake, accessory overhaul shop technician, Phoenix. Horace Chinn, maintenance technician, Seattle.

FIFTEEN YEARS

Gerald Holmes, station agent, Klamath Falls. William Hicks, station manager, Redding. Jack McMannon, maintenance technician, Las Vegas. Harry Mealey, reservation agent, Phoenix.

TEN YEARS

Wallace Holt, crew scheduler, San Francisco. Ryon Johnson, chief station agent, Las Vegas. William Smith, station agent, Eugene. Robert Stevens, station agent, Palm Springs. John Kelly and John Lauffer, ground equipment shop technicians, Phoenix. Guy Simpson, production analyst, Phoenix. Kenneth Mills, quality control technician, Phoenix. Eldon Lewnau, aircraft service planning manager, Phoenix. Ray Nelson and Allen Youngblood, first officers, Seattle. William Eichler, first officer, Las Vegas. Larry Shea, reservation agent, Los Angeles.

FIVE YEARS

Beverly Arrighi, legal executive secretary, San Francisco. Truman Ng, records retention specialist, San Francisco. Eva Myers, reservation agent, Phoenix. Roger Radke, reservation agent, Seattle.

on largest group tours in four years

Hughes Airwest is carrying about 3,000 Canadians on roundtrip group tours to the U.S. for their winter vacations.

Most of the 60 special flights are between Calgary/Edmonton and Ontario. Other destinations are Los Angeles, Santa Ana, San Diego, Salt Lake City and Las Vegas.

Many of the groups going to Southern California are visiting Disneyland and attending Rose Bowl activities.

The passengers are escaping the Canadian winter on southbound flights Dec. 20-29 and returning Dec. 27-Jan. 5.

We have operated these flights twice a year (Christmas and Easter) since 1972. Fewer than 500 were on the Christmas flights that year. This Christmas we are carrying more passengers than ever before, according to Jim Rylander, project coordinator.

Most of the tours are packaged and marketed to agencies by Chinook Tours Ltd. in Canada, a wholesaler. Dave Ferguson, Canada sales manager based in Calgary, coordinates the program with Chinook and other wholesalers.

PEOPLE POTPOURRI

Don Kocina, Medford station manager, has been named planning board chairman of the Visitors and Convention Bureau, a division of the Greater Medford Chamber of Commerce.

The employe football team in Santa Ana has issued a challenge to other Hughes Airwest teams following their 13-0 victory over Air California Nov. 15. Members are: David Rountree (captain), Merlin Peterson, Dennis Adams, Craig Marion (Palm Springs) and John Hansen (Las Vegas), all station agents; Jesse Law, chief station agent; Rick Vaux, maintenance technician; and Arnot Sutton, cleaner.

Barbara Lazdins, secretary in Los Angeles sales, has been elected secretary of the Interline Club there. Previously she represented us on its board of directors.

Eight employes are members of a team that recently won the Class "A" Men's Fall Slo-Pitch Softball League championships in Tempe, near Phoenix. They are: Ken Moroney (coach) and Jim Jones, reservation agents; Steve Templeton, telephone sales manager; Ardean Cottingham, chief ticket agent; Larry Tonti, ticket agent; Randy Crofts, station agent; John Sherer, driver; and Herb Spencer, Seattle reservation agent.

Charlotte Peters, San Francisco telephone sales manager, has been elected chairman of the San Francisco Bay Area Reservations Managers Club.

Saturday Idaho ski jets begin; charters start Jan. 3

Our special Saturday-only non-stop ski jets between California and Sun Valley began Dec. 20.

The scheduled morning flights depart for the gateway city of Twin Falls from Los Angeles and San Francisco.

In addition, we will fly ski charters to Twin Falls on Saturdays from both airports beginning Jan. 3. Two will depart from Los Angeles and three from San Francisco.

Second tennis meet

The second annual systemwide tennis tournament will be held March 6-7 at the Tempe, Ariz., Racquet and Swim Club.

Details will be announced next month.

Those interested should contact Richard Jeppesen, Phoenix first officer.

More than 100 employes and spouses participated last year.

Thanksgiving boardings set

two all-time daily records

RPMs in November increase 11 per cent

Two daily Thanksgiving traffic records helped boost the number of revenue passenger miles we flew in November by nearly 11 per cent.

Passenger boardings soared to an all-time high of 14,426 on Nov. 30—the Sunday after Thanksgiving. Boardings on the previous Wednesday reached 14,410—the second highest daily level ever.

Density (the average number of passengers flying per mile) jumped to 67.8 passengers on Nov. 30 for still another all-time daily records.

November results

Last month, sparked by the Thanksgiving traffic, revenue passenger miles (RPMs) rose to 118,310,900, or 10.9 per cent more than the 106,706,900 in November 1974.

Passenger boardings increased 9.9 per cent to 299,700 from 272,650. The on-time average rose to 84.7 per cent from 82.9.

Density gained 8.3 per cent to 45.9 passengers from 42.4, while the systemwide load factor (the percentage of seats filled) advanced to 51.4 per cent from 49.2.

Available seat miles rose 6 per cent to 230,051,400 from 216,957,800.

Cargo ton miles logged during November dipped 4.7 per cent to 635,800 from 667,000, while the tons of cargo boarded declined 11.6 per cent to 1,539 from 1,741.

Year-to-date

Revenue passenger miles during the first 11 months of the year increased 2.3 per cent to 1,347,048,100 from 1,317,065,700 in the same period in 1974.

The on-time average rose to 86.1 per cent from 77.6.

Available seat miles advanced 9.6 per cent to 2,590,659,100 from 2,363,090,500.

Boardings dipped less than 1 per cent to 3,360,400 from 3,368,700.

Average load factor declined to 52 per cent from 55.7, while density dropped 4.2 per cent to 45.2 passengers from 47.2.

Cargo ton miles slipped less than 1 per cent to 7,520,200 from 7,569,400, while the tons of cargo boarded fell 5.6 per cent to 18,500 from 19,600.

TRAFFIC SCOREBOARD

FINANCIAL RESULTS

	Nov. '75*	Nov. '74*
Operating revenue—scheduled	14,091	12,574
—charter	162	N/A
Operating expense—scheduled	13,403	12,425
—charter	113	N/A
Operating earnings	737	149
Non-operating earnings (loss)	(251)	(285)
Provision for taxes	—	(11)
Net earnings (loss)	486	(125)
	Year-to-date*	
Operating revenue—scheduled	153,056	145,625
—charter	415	N/A
Operating expense—scheduled	151,852	133,715
—charter	340	N/A
Operating earnings	1,279	11,910
Non-operating earnings (loss)	(2,199)	(1,186)
Provision for taxes	(52)	3,029
Net earnings (loss)	(868)	7,695

*All data in thousands (add 000).

	Nov. '75	Nov. '74	% Change
Passengers	299,746	272,650	+ 9.9
Revenue pass. miles	118.3 mil.	106.7 mil.	+10.9
Available seat miles	230.1 mil.	217.0 mil.	+ 6.0
Load factor	51.4%	49.2%	
Passenger density	45.9	42.4	+ 8.3
Charter departures	44	N/A	
seats sold	3,700	N/A	
miles flown	24,314	N/A	
Cargo ton miles	635,793	667,013	- 4.7
Cargo tons boarded	1,539	1,741	-11.6
On-time	84.7%	82.9%	
	Year-to-date		
Passengers	3,360,353	3,368,726	- 0.2
Revenue pass. miles	1,347 bil.	1,317 bil.	+ 2.3
Available seat miles	2,591 bil.	2,363 bil.	+ 9.6
Load factor	52.0%	55.7%	
Passenger density	45.2	47.2	- 4.2
Charter departures	102*	N/A	
seats sold	8,325*	N/A	
miles flown	59,757*	N/A	
Cargo ton miles	7.52 mil.	7.57 mil.	- 0.7
Cargo tons boarded	18,466	19,571	- 5.6
On-time	86.1%	77.6%	

*Sept.-Nov. only



Published for employes and families by the Public Relations Department International Airport San Francisco, California 94128 (415) 573-4747 (San Mateo)

Ralph W. Henn, Editor

Improved res, ticketing on the way

Reservations and ticketing will be handled faster, easier and more efficiently beginning July 18 when we switch over to an East Coast communications computer.

"It will enable us to better respond to passengers' needs by freeing agents from time-consuming checking of tariffs, ticket writing and paperwork," said **Arch Miller**, marketing staff vice president.

The system is called "PNR" (for Passenger Name Record). Its nerve center is a Miami computer owned by Eastern Airlines. We signed the contract with Eastern earlier this month.

We now use the system of Mutual Computer Services (MCS), a subsidiary of Continental Airlines.

Use of PNR will bring the following improvements to our reservation and ticketing system, according to Miller:

- Permit schedule changes to be fed into the computer directly from a company CRT (cathode ray tube) keyboard. Changes are now programmed at MCS in

Los Angeles, requiring a long lead time.

- Reduce the need for agents to consult tariff books by offering expanded interline fares and ticketing, including Hawaii, Canada, Mexico and Alaska.

- Automatically print special fare tickets, such as excursion discount and intra-Arizona.

- Provide programmed self-instruction for agents at all stations and reservations offices, reducing the need for classroom instruction at a central location.

- Reserve rooms by computer at all major chain hotels and program additional hotels as required. Agents now can book rooms in on-line cities, but must complete bookings by telephone.

- Completely automate prepaid ticketing, eliminating manual record-keeping. Prepaid tickets will be stored in the computer and available to all agents. Now agents at stations must phone or teletype prepaid ticket purchases to a reservation office.

- Computer retention of the "black list" of lost and stolen tickets and historically misused, lost or stolen

credit cards. Agents now must check against a typed list.

Although there will not be significant changes in agent procedure with the new system, some initial training will be conducted, according to **Charlotte Peters**, San Francisco telephone sales manager. She is in charge of designing the reservation training program.

Nine other employees are also reviewing specific functions of the Eastern system and will help coordinate the transition.

They are: **Beverly Boyle**, central seat control manager; **Bob Brandia**, station procedures manager; **Bud Donohoe**, reservations systems and communications director; **Beverly Grear**, seat inventory control supervisor; **Dick Hankins**, assistant to the marketing vice president; **Jack Helms**, credit and collections director; **Tom Joyce**, station training manager; **John Kile**, Phoenix telephone sales assistant manager; and **Burt Pedersen**, baggage consumer affairs manager.



New 'voice' on our planes — 'Whoops ...'

"Whoops, whoops, pull up!"

This is the cockpit computer "voice" of a new Ground Proximity Warning System (GPWS) that has been installed on all our aircraft—nearly a year before next September's FAA deadline.

Cost of the installation was nearly \$500,000.

Roger Starner, engineering director in Phoenix, said, "it's the most advanced on-board system available for alerting flight crews to the proximity of potentially hazardous terrain."

The aircraft's change in altitude is continuously monitored between 50 and 2,450 feet elevation by the radio altimeter (a type of radar). It automatically warns the crew with a verbal alert and flashing red light when a potential hazard occurs, he said.

Season's Greetings

By the time you read this, United hopefully may have resolved its labor dispute and restored at least some of its scheduled flights.

We have not been immune from feeling the impact of the strike that has affected thousands of holiday travelers.

I would like to extend special thanks to our operations and marketing force who shouldered most of the burden of trying to handle an overflow volume of passengers.

The task has not been easy, but I had confidence that we would rally.

This tremendous year-end effort is but another example of the untiring performance and loyal dedication that has been demonstrated in 1975 by all employees—and for which I am grateful.

We forsee 1976—climaxed with the delivery of our new 727-200 flagships—as a pivotal year in our continuing growth.

On behalf of your board of directors, I would like to wish you and your families a very happy Christmas season and a healthy, prosperous New Year.

Irving T. Tague
General Manager



Las Vegas nonstops

Judge backs Canada flights

A CAB administrative law judge Dec. 16 recommended we be granted authority to fly nonstop between Las Vegas and Calgary/Edmonton—subject to review and approval by the board and President Ford.

Previously the board's Bureau of Operating Rights also recommended the airline be given the route.

Richard Fitzgerald, regulatory affairs staff vice president, termed the judge's decision "a crucial one that is highly favorable to our case."

Other parties have 10 days to file objections to the decision, he said.

If there are objections, parties may file briefs and request oral arguments before the board, which subsequently will submit its recommended decision to the President for his approval.

We tentatively plan to inaugurate the new Las Vegas-Canada nonstops in mid 1976, Fitzgerald said. Our application was filed about two years ago.

There's more to come . . .

Editor's note: There's so much to tell about our new flagships that we ran out of room on the four pages of this special issue devoted to the Boeing Advanced 727-200. At left and below are two more items of interest. In the months ahead this publication will bring you articles of interest on the 727s and up-dates on progress in their assembly.

JT8D-17R tells all about engines--R for 'RROOOM'

"JT8D-17R" is not some mysterious cipher requiring an engineering degree to decode.

It's merely the designation given to our Boeing Advanced 727-200 engines by the manufacturer, Pratt & Whitney Aircraft.

Here's what it means:

The "J" stands for jet; the "T" for turbine.

The "8" is the series number. The "D" indicates it's a fan engine.

The number following the dash represents the engine's power output.

Up to now, 727-200s have used "-17" to indicate a maximum thrust of 16,000 pounds—not 17,000 pounds, as might be expected.

But our Advanced 727-200s will be equipped with a new automatic performance reserve (APR) system that will automatically boost the engine's maximum thrust to 17,400 pounds if it's ever needed.

This added power is depicted by the letter "R", meaning reserve thrust.

(It's been reliably reported in Phoenix that Pratt & Whitney had a hard time in selecting a simple designation for the APR system. They wanted to retain the "-17", so merely added the letter "R"—for RROOOM, RROOOM.)

So, decoded, JT8D-17R means a jet, turbine-powered, series 8, fan engine having a maximum thrust of 17,400 pounds.

Simple, isn't it?



BOEING PRESENTATION—A Hughes Airwest management team visited Boeing Commercial Airplane Company in Seattle early last spring for a briefing on the Advanced 727-200. Listening to **Bob Walch**, Boeing design consultant, are (seated from left) **Roger Starner**, director of engineering; **Robert Jorgensen**, staff vice president of maintenance and engineering; **Kip Wharton**, staff vice president of stations and traffic; and **Russell V. Stephenson**, vice president of marketing. Also, **Edwin N. Altman**, vice president of operations; **Richard Darnier** of the design firm, **Mario Armond Zamparelli & Co.**; **Robert Wylie**, Boeing's area director of commercial sales; **Tom Touris**, director of sales promotion; and **Jim McManmon**, director of Asia contracts.



Our first Advanced 727-200, scheduled for delivery next October, will be the 1,206th 727 trijet built by Boeing.

Our next two aircraft, earmarked for November and December deliveries, will be the 1,220th and 1,221st to be built.

In between, Boeing will build 13 727s for other customers.

Following are the significant milestones associated with the assembly of the first of our new flagships, according to Boeing's factory production chart:

- January** Assembly of wings, nose and cockpit
- February** Beginning of fuselage assembly
- April** Joining of forward and aft portions of the fuselage and attachment of wing assembly to fuselage
- May** Factory roll-out and roll-out from paint hangar with corporate colors (The first flight to Boeing Field in Seattle—is scheduled for May 26)
- June** Start of flight testing program
- October** Scheduled first delivery



727 ASSEMBLY AREA—This is only part of the sprawling Boeing plant in Renton, Wash., where our trijets will be assembled. Pictured is the final assembly area for installation of insulation, interiors and engines, and for finishing touches before the airplane goes into the paint hangar.

7-200s will have more than twice the miles. Under ideal conditions, they fly in the San Francisco Bay Area. The

year aircraft come out on top

meet our multi-purpose needs now

were studied before our mind was opened to operations. than our DC-9 jets—which will con-

ty and a jet that could operate efficiently at altitude airports.

Boeing president says 'welcome'

I am extremely pleased to welcome Hughes Airwest into the Boeing "family" with the purchase of your three Advanced 727-200 jetliners.

Your success is evidenced by the fact that you will become the first regional airline to operate this aircraft.

We're confident that they will prove worthy of their important role as the new flagships of your expanding fleet.

E. H. Boulliaun, President Boeing Commercial Airplane Co.

66 companies in three countries contributing to finished product

A total of 66 major subcontractors in 18 states, Italy and Australia are building parts and system components that will be in our new Boeing 727-200s.

Nearly half of the subcontractors are in five states we serve.

California is producing such items as an anti-ice system, lighting arrestor, cabin air conditioning, landing gears, volt meters and antennas.

Arizona's assignment is autopilot, compass and flight direction systems.

Utah is making a computer and actuator, while Oregon's contribution will be the transformer.

Washington is building brackets, wing stubs and the leading edge of the stabilizers.

Overseas, Italy will deliver the radio receiver; from Australia will come windows, rudders and landing gear.

Assembly of these and other parts will begin in January at Boeing's commercial airplane plant in Renton, Wash., a suburb of Seattle.

It rang right . . . so they used it

In the case of Boeing's series "seven" aircraft, it's related to the ring and the simplicity of public recall. The company's "seven" numbering system began in 1954 when the "707" model number was assigned to a prototype then under development.

Boeing previously had used such internal designators as model "1" for a sport seaplane built in 1916 and model "600" for the Bomarc missile in the early 50s.

It was somewhat accidental that America's first jet

airliner became the 707.

According to Boeing, "it had a nice ring to it and the flying public remembered it easily," so the series was continued in sequence.

The 727 came next, then the "737" and finally the "747".

Yes, there was a "717". It was the KC-135 jet tanker of which 806 were built for the U.S. Air Force.

In all, the 707 prototype has spawned 3,545 aircraft of various sizes—and the number is still growing.

Letters and numbers tag jets for life-- first given N721RW

Our number's up!

It's N721RW for the first Boeing trijet. The second and third get N722RW and 723RW.

These merely are registration "N" numbers required by the FAA for aircraft identification—similar to automobile registration numbers—but valid for its life.

Broken down, the "N" means it's a U.S. carrier, the "721" refers to the specific aircraft and the "RW" is our coded airline abbreviation.

The airline's fleet: from four-seaters to 155

ing DC-3s on its scheduled runs. purchased Empire and continued operations years later, it became the first local airline to place Fairchild F-27 propjets in

of DC-9 jets to its fleet in December,

avaio "Miniliner", introduced by West and two industry milestones:

, twin-engine aircraft to operate in regional service.

nt, it was the first plane of its type to land at International Airport on a commercial flight plane to use Sea-Tac on a regu-

Bonanza's fleet growth

Bonanza was formed in 1945 in Las Vegas as a flight school and charter service using four-seat Cessnas.

A year later, its fleet consisted of: two twin-engine, five-passenger Cessnas; a single-engine, two-passenger Stearman BT-13; two single-engine, two-passenger Vultee PT-13s; and a 21-passenger C-47.

Bonanza inaugurated DC-3s on its intrastate run between Reno and Las Vegas in August, 1946 to become the first of our ancestors to use the versatile aircraft. The pilot on that first flight was Myron Reynolds, now regional flight manager in Phoenix.

By 1957, Bonanza was flying 10 DC-3s.

By the end of 1960, the airline had replaced its piston-driven fleet with F-27 "Silver Darts" to become the first carrier

in the U.S. to attain an all-jet-powered operation.

The airline moved its headquarters to Phoenix in 1966 and added three DC-9 jets to its fleet. In doing so, it became the first U.S. local and second airline in the entire country to fly DC-9s.

Pacific's early days

In December, 1946, Pacific—then San Francisco-based Southwest Airways—inaugurated service with DC-3s.

With this aircraft, Southwest innovated the "three-minute stop" by developing and using "built-in stairs" on a swing-down cabin door and by keeping one engine running while taking aboard passengers.

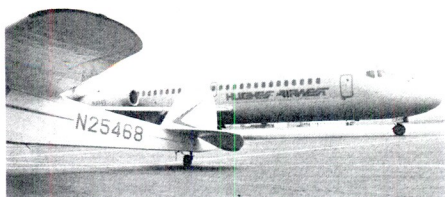
This permitted a tightening of schedules and the procedure was eventually adopted by most of the local service airlines in the U.S.

Southwest also used the DC-3 in 1947 to make the world's first scheduled "blind landing" by a commercial airline. It was at Eureka-Arcata, the nation's foggiest airport.

Unpressurized Martin 202s were put in service on coastal runs in April, 1953, but were replaced by 44-passenger pressurized Martin 404 "Martinliners" six years later.

In 1958, the company's name was changed to Pacific and the following year it introduced six F-27s to scheduled service.

Pacific also has the distinction of being the only one of our predecessors to fly Boeing 727s—an early version of the Advanced 727-200. The 727s were placed in scheduled service in 1966.



The first aircraft (a single-engine Cessna Airmaster) flown by Zimmerly Air Transport, our earliest company, is dwarfed by a DC-9 Sundance jet, which will continue to be the backbone of our system.

asset for marketing, customer awareness



SEAT COVERS—Russell V. Stephenson, vice president of marketing, shows Jan Knechtel, receptionist at our international headquarters, the fabric that will be used on the seats of our new trijets. The material features modules of bright colors, radiating from a warm yellow "sunburst".

"We've come of age and are entering the big league."
This is how Russell V. Stephenson, vice president of marketing, views the Boeing jets.

"Never before have we been able to give our customers an aircraft that meets the range and payload of our competition," he said, "Next year we will."

He said the new trijets—with their wide-bodied look—will increase customer awareness of our expanding capabilities in charter operations as well as in scheduled service.

"For the first time," he said, "we will be able to compete in many prime charter markets involving Las Vegas—one of the most popular charter destinations in the country—and major cities on the East Coast.

"We also will be able to fly large charter groups to overseas destinations." Stephenson cited some features of the new jets.

"The most noticeable will be the wide-bodied interior look," he said. Seating will be six abreast—three seats on each side of an 18-inch-wide aisle. Others include:

- Bright lighting molded into the ceiling.
- Deep overhead stowage compartments, holding more than three cubic feet of carry-on baggage, that will result in more leg room because they can hold bulky items that normally would be placed beneath the seat.
- Increased head room that will permit persons of average height to stand at window seats to remove their coats.
- New passenger cabin fabrics on the seats, bulkheads and inside doors. The colors, set against a soft blue background, will radiate in small trapezoidal modules from a center "sunburst" of warm yellow through orange, maroon and blue. This radiated effect is repeated throughout the material.
- Two galleys, forward and aft, for easier in-flight food service.
- An ability to convert the cabin from all-standard class to a combination of first class and standard.

Superlatives to sparkle your intimate conversations (don't use them all at once)

Here's some trivia about our new Boeing jets that might spark conversations with family and friends.

- The passenger cabin has a floor area equal to an average three-bedroom home.
- Two tons of sound-proofing material are used in the cabin.
- To equal the cruising efficiency of the 727, a piston-powered aircraft would need 32 engines.
- The JT8D-17R engines weigh about 3,000 pounds each, yet collectively produce enough power to lift 24.6 tons straight up.
- Enough 200-volt electricity is generated on board to supply about 80 typical homes; there's also enough wiring (40 miles of it) to wire 100 typical homes.
- Designs and plans for the assembly of the aircraft are set out in writing and drawings on 450,000 pieces of paper.
- There are approximately 150,000 separate parts—excluding nuts, bolts and rivets.
- More passengers have flown on 727s than any other jetliner—an estimated 690,000,000 in the decade since the first one entered service in 1963.
- About 350,000 passengers a day ride in a 727.
- Somewhere in the world one of the 1,100 trijets in operation today takes off or lands about every 6.7 seconds—around the clock.
- When we take delivery of our first 727, Hughes Airwest will become the 75th carrier in the world to operate one.

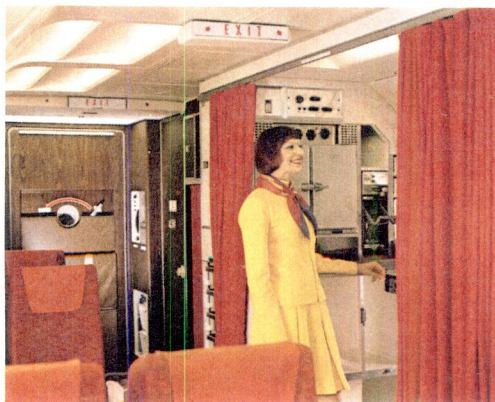
Published by the Hughes Airwest Public Relations Dept.
International Airport, San Francisco, California 94128

Span of twelve years

Many industry firsts achieved

The Boeing 727 has achieved a distinguished array of "firsts" since December, 1963 when it became the first certificated commercial trijet in the United States. They include:

- The first to bring the speed and comfort of jet travel to hundreds of communities with runways as short as 5,000 feet.
- The first standard airliner to be fitted with a "wide-body look" passenger cabin interior.
- The first commercial airplane to surpass the 1,000 sales mark.
- The first Boeing jetliner with completely powered flight controls. All controls are hydraulically powered with fuel units, except the horizontal stabilizer, which is operated electrically.
- The first trijet to fly the North Atlantic with passengers.
- The first time in commercial aviation that a jet engine (the Pratt & Whitney JT8D) was tailor-made for a specific airplane.
- The first airplane to use the "jet mixing" principle for quieter operation. Because the engine had the lowest jet exit velocity possible when it was introduced, it also had the lowest noise level from the tailpipe.
- The first large commercial airplane to carry its own built-in airstairs, auxiliary power unit and single-point fueling for total independence of ground support equipment at through stops.
- The first jetliner to prove it could operate, even with one engine out, from Bogota, Colombia (8,355 feet elevation); Cuzco, Peru (10,800 feet); and La Paz, Bolivia (13,358 feet). No jet had operated at these airports before.



NEW INTERIORS—Some of the many interior features of our new trijets are pointed out by Barbara Cowger, Seattle flight attendant. Above, bright-colored fabrics for the bulkheads and seats are shown to Bud Stokes, Seattle district sales manager. Left, one of two galleys will be in the rear. Right, deep overhead stowage compartments will hold more than three cubic feet of carry-on baggage. (Photos were taken on an Advanced 727-200 similar to the jets we have purchased.)

