



I. DALDEI  
MGR CHARTER SALES

# LOS ANGELES

—See Inside

Concludes six-year effort

## Northwest-Reno flights to begin July 1

We will inaugurate nonstop jets July 1 between Reno and the Pacific Northwest—two daily round trips to Seattle and one to Portland.

Irving T. Tague, general manager, said "the start of service will conclude a six-year effort by Hughes Airwest to improve air transportation between Northern Nevada and the Pacific Northwest.

"Our long-awaited entry into the northwest corridor also will bring an increase in the number of daily flights between Reno and Las Vegas—a route of prime concern to us and to residents of both communities," he said.

Tague said our expanded service into the Northwest "also will create an opportunity for us to provide more frequent and direct flights from Reno to Arizona and Southern California."

Tague praised Sen. Howard W. Cannon, D-Nev., and Nevada Governor Mike O'Callaghan for their steadfast support in helping us secure Civil Aeronautics Board approval to operate along the route.

The CAB approved our application last November.

It had been filed with the board in 1969.

Tague was in Reno Jan. 30 as head of a company executive delegation attending an air service luncheon sponsored by the Greater Reno Chamber of Commerce.

Also attending were: Russell V. Stephenson, marketing vice president; Lee Pitt, senior director and executive assistant to the general manager; Bob Hayes, regional public affairs director; and Carol Burgess, sales account executive.

Stephenson said in a luncheon address that the new northwest service and an increase in the round trips between Reno and Las Vegas from five to six "represents the first opportunity for expansion of Hughes Airwest and Reno in many years.

"We now can do things we were hesitant about doing before because we now have stronger markets to the north and south of Reno, coupled with good route authority—and Northern Nevada is in the middle of it all," he said.

Stephenson also outlined our plans to promote

Reno and Northern Nevada in Seattle and Portland. They include:

- Seeking CAB approval for reduced fares to Reno from many destinations throughout the Pacific Northwest and establishing a special Reno stopover fare for passengers traveling between Arizona and Southern California to the south and Seattle and Portland to the north.
- Expanding travel from Canada and Alaska through promotional programs with other airlines.
- Bringing more than 100 travel agents from Washington and Oregon to Reno to familiarize them with the area's many tourist attractions.
- Hosting a series of travel agent seminars throughout the Pacific Northwest.
- Launching an extensive advertising and sales promotion campaign in Seattle and Portland in mid-June.
- Developing package tours to Northern Nevada as a supplement to an existing Reno Fun Flight package.

### BOARD RESOLUTION

Hughes Airwest's Board of Directors unanimously passed a resolution at their meeting Jan. 23 praising the company's employes for their "outstanding job in 1975 that led to an unusual recovery in the last half of the year.

"Through hard work, the employe team pulled us through a difficult year. We are grateful for their dedication."



### All-time passenger, RPM records set in '75

More passengers flew more revenue miles on Hughes Airwest in 1975 than in any other year in our history.

The length of an average passenger trip also set a record.

Revenue passenger miles (RPMs)

(Continued on page 2)

### Fourth consecutive profit

## We 'hold our own'

The year 1975 was one in which employe efforts and innovative programs helped us "hold our own" in spite of a persistently soft economy.

Even though economists had predicted that fewer people would fly in 1975, we made more seats available along more miles than ever before in our history. As a result, both boardings and revenue passenger miles achieved record levels by year-end.

Inflation took a heavy toll in increased costs. Nevertheless, we recorded our fourth consecutive profit in 1975. (Year-end financial results were not yet available at presstime. They will be reported later.)

In July—following a \$3.3-million net loss in the first six months—the company announced a bold schedule expansion, including a record number of available seat miles (ASMs), to increase our competitiveness in major markets. Thanks to employe enthusiasm, it was generally successful and cut our losses by more than 50 per cent by summer's end. August's boardings set the new all-time monthly record with 356,505 passengers.

In an effort to further trim losses, the schedule, work force and costs were cut back in September, coinciding with the end of summer vacation travel.

In December, we again expanded our schedule—this time to the second highest number of ASMs in our history. As a result of that and the United Airlines strike, we flew a record number of revenue passenger miles (RPMs) at a record density last month (see Traffic Scoreboard on page 2).

In 1975, we repeatedly broke the all-time one-day boarding and RPM records set in 1974. Nov. 11 was the highest boarding day at 14,426. Dec. 28 was tops in RPMs at almost 6.4 million miles.

(Continued on page 2)

## New daily traffic records set 4 days into new year

Daily revenue passenger miles (RPMs) and boardings set all-time records on Sunday, Jan. 4—apparently caused by travelers flying home after a long New Year holiday.

RPMs totaled 7,186,899 miles, which shattered the previous record of 6,397,178 set on Dec. 28. It was the first time we have exceeded seven million RPMs in one day.

Passenger boardings totaled 14,531. The previous record was 14,426 set Nov. 30 by post-Thanksgiving travelers.

Density (the average number of passengers flying per mile) on Jan. 4 was the second highest in the company's history at 66.6. The daily record is 67.8 passengers set Nov. 30.

Average load factor (the percentage of seats filled) on Jan. 4 was 74.1 per cent—the fourth highest daily level in our history. The daily record is 76.8 set Nov. 25, 1973.

## 'Super-human effort' by employes helps us avoid possible disaster

It could have been a disaster: the major holiday period of the year, bad weather and one of our major competitors shut down by a strike—all at the same time. Possibly the worst of all possible combinations for a scheduled airline.

"Our employes picked up the ball," said general manager Irving T. Tague. "It was a super-human effort."

The effect was felt by employes systemwide, even in cities with sunny skies and not directly affected by the strike against United Airlines.

Some station employes worked more than 30 hours without interruption to handle the rush and confusion—and 46,700 more passengers than in December 1974.

Unaccompanied children, stranded when connecting flights were cancelled due to bad weather, were taken home overnight by employes in several cities.

Crews worked flights tailored to lower load factors. Weather delays often meant serving cold meals. When flights had to overfly catering stations closed by weather, meals and beverages were not available. Crew managers and schedulers were kept busy scheduling crews for flights which were late and didn't connect.

Reports of outstanding employe performance—on the ground and in the air—came from throughout the system. An unusually high number of complimentary letters were received by the company from passengers who were pleased with the service they had received, realizing the difficulties facing us. (One of the more unusual letters is reprinted on the back page.)

Reservation agents didn't have much time to breathe. They handled almost 835,000 phone calls last month—175,500 more calls than the previous December. (Seattle telephone sales reported being on a telephone line for 12 straight hours rebooking passengers for a Boise travel agent.)

(Continued on page 2)

## Humanitarian assistance

General manager Irving T. Tague (right) receives a plaque honoring Hughes Airwest for its humanitarian assistance from the Rev. Charles F. Thomas, founder and president of Project Partner, Inc., and pastor of the Church of God in Wichita, Kans. Project Partner is an international, non-profit organization that flies an F-27 throughout Mexico and Central America to assist earthquake victims with medical aid and the poor with self-help work programs. The Rev. Thomas, a pilot, and Dick Sanders, a former TWA pilot from Wichita, recently completed two weeks of F-27 ground training school at our base in Phoenix at no cost to the group. Looking on is Hughes Airwest DC-9 Capt. Chauncey Reese of Phoenix who often flies mercy missions for Project Partner on his own time.





The Phoenix-based Employees Federal Credit Union celebrated reaching \$5 million in assets Jan. 16. Receiving a slice of cake is Charlie Turnbull (right), lead engine shop technician and a member and past officer of the credit union. Cutting the cake is Larry Ray, manager. Other staff members are (from left): Louise Laughlin, accounting supervisor and bookkeeper; Pam Logerquist, loan processor and teller clerk; Joyce South, teller and receptionist; and H. "Mac" McMillan, assistant manager.

## Company credit union members to meet, dine and dance Feb. 21

The Employees Federal Credit Unions will hold their respective annual dinner-dance meetings at 6 p.m., Saturday, Feb. 21.

### San Francisco

The San Mateo-based credit union will meet at the Sheraton Inn near San Francisco International Airport. There will be no charge for the event. Each member may bring a guest. Further information is being mailed to all members.

Four directors and one credit committee member will be elected to three-year terms.

The credit union, with assets of \$7.3 million, has 2,881 members who have saved a total of \$6.8 million.

It serves employees in Washington, Idaho, Montana, Oregon and Northern California.

Special room rates will be available at the Sheraton.

### Phoenix

The credit union serving Arizona, Nevada, Utah and Southern California will meet at the Ramada Inn, 3825 E. Van Buren, Phoenix. There will be a \$2.50 charge for members and guests and a \$7.25 charge for non-members.

Elections will be held.

The Phoenix-based credit union has 2,782 members, assets of \$5.1 million (see photo) and member savings of \$4.7 million.

The Ramada will have special room rates.

### Thrift Award

Both credit unions were repeat winners last year of the Thrift Honor Award from the National Credit Union Administration for successfully stimulating savings as part of family financial plans.

It is the third year in a row that the San Mateo credit union has won the award and the second consecutive year for Phoenix.

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### FINANCIAL RESULTS

Corporate year-end financial results were not yet available at presstime. They will be reported later.

## WE HOLD OUR OWN . . .

(Continued from page 1)

Our highest one-day density was on Nov. 30 at 67.8. The highest daily load factor in 1975 was 76.8 per cent on Nov. 30, the second highest in our history. The record average trip length for one day was set on Dec. 21 at 533.8 miles; for the month of December, it was a record 440.8 miles.

The number of cargo ton miles flown last year was up 1.4 per cent and cargo revenue was up almost 15 per cent, including a 62 per cent jump in the use of our Rapid Package Service. December set a new all-time record in cargo ton miles flown—almost 945,000.

Our on-time performance got much attention and showed great improvement in 1975, peaking at a record 92.1 per cent in May. Our on-time average for the entire year was up more than seven percentage points over 1974.

Highlight of the year was our announcement that we are purchasing three new Boeing Advanced 727-200 trijets, to be delivered later this year. The contract was signed in April.

The first of four DC-9-30 jets purchased from Hawaiian Airlines was modified for our use at our Phoenix maintenance base last fall. (The second is currently being modified.)

The CAB awarded us a major new route—nonstop authority linking Reno with Seattle and Portland—which we will begin serving in mid-1976.

The board turned down our route exchange agreement with American Airlines, which would have taken us into three cities in Texas for the first time. We have asked the board to reconsider its decision.

We also asked for authority to serve Dallas from Sacramento and Fresno, via Salt Lake City, and Denver from Sacramento.

Other applications filed in 1975, or still under board consideration, included: Oakland-Phoenix/Las Vegas, Burbank-Phoenix and Calgary/Edmonton-Las Vegas, nonstops; and San Francisco/Los Angeles-Edmonton/Calgary and Boise/Spokane-Los Angeles direct authority. We also asked the CAB to further realign and streamline our route system by lifting unnecessary and hampering restrictions, including allowing new nonstop authority between 128 city pairs.

## SUPER-HUMAN EFFORT . . .

(Continued from page 1)

"No shows" climbed to around 30 per cent and many fully booked flights departed with empty seats. Customers found it next to impossible to get through on jammed reservations lines to cancel or try to book seats.

We joined other carriers in embargoing shipment of animals due to the volume of Christmas mail. We couldn't assure the safety or arrival of animals at their final destination because, by law, mail has priority over all other types of cargo.

Employees handling mail, freight and baggage also were busy and backlogs were frequent. There were 330 more tons of mail to be carried than last December. Cargo as a whole was up about 14 per cent. And there was, of course, additional baggage. The airline has never come closer to filling its cargo bins.

The U.S. Postal Service was impressed. They wrote to the company: "The cooperation, interest and extra effort demonstrated by your people, under some very trying conditions, was most gratifying . . . Please convey our sincere thanks and appreciation to all your mail handling people for a job well done."

Field sales employees also pitched in as "Jacks of all trades," some giving up their Christmas vacations. They assisted with stranded passengers at airports and helped in jammed CTOs where many customers went when they couldn't reach reservations by telephone. (The small San Francisco CTO reported having 40 customers crammed in the office at one point.)

In San Mateo, the sales staff helped reservations get a record volume of tickets in the mail, phoned customers systemwide to confirm them off of wait lists, and phoned travel agents who might be having trouble getting through on crowded telephone lines.

In Canada, Spokane and Southern California, the field sales staff worked the Canadian group tours carrying about 3,000 passengers. They coordinated buses and bag transfers, and assisted with customs clearance, check-in and seat selection.

(Continued on page 11)

## Passengers, RPMs, average trip length

### '75 record year; monthly records set in December

(Continued from page 1)

jumped 3.7 per cent to 1,496,988,800. In 1974, RPMs totaled 1,443,428,100.

Passenger boardings climbed 1 per cent to 3,700,500 from 3,662,200.

The average passenger trip length rose 2 per cent to 404.5 miles from 394.1.

Available seat miles (ASMs) increased 9.2 per cent to 2,840,732,400 from 2,600,693,300.

Density (the average number of passengers flying per mile) dipped 2.5 per cent to 45.9 passengers from 47.1, while the average load factor (the percentage of seats filled) dropped to 52.7 per cent from 55.5.

## TRAFFIC SCOREBOARD

	Dec. '75	Dec. '74	% Change
Passengers	340,166	293,453	+15.9
Revenue pass. miles	149.9 mil.	126.4 mil.	+18.7
Available seat miles	250.1 mil.	237.6 mil.	+ 5.2
Load factor	60.0%	53.2%	
Passenger density	53.1	46.6	+13.9
Charter departures	13	N/A	
seats sold	1,175	N/A	
miles flown	11,299	N/A	
Cargo ton miles	944,935	781,083	+21.0
Cargo tons boarded	2,149	1,883	+14.1
On-time	59.7%	71.6%	
		<b>Year-end</b>	
Passengers	3,700,519	3,662,179	+ 1.0
Revenue pass. miles	1,497 bil.	1,443 bil.	+ 3.7
Available seat miles	2,841 bil.	2,601 bil.	+ 9.2
Load factor	52.7%	55.5%	
Passenger density	45.9	47.1	- 2.5
Charter departures	115*	N/A	
seats sold	9,500*	N/A	
miles flown	71,056*	N/A	
Cargo ton miles	8.47 mil.	8.35 mil.	+ 1.4
Cargo tons boarded	20,615	21,454	- 3.9
On-time	84.2%	77.1%	

\*Sept.-Dec. only

### December Performance

RPMs, passenger density, average trip length and cargo ton miles achieved record levels last month.

RPMs gained 18.7 per cent to 149,940,700 from 126,362,400 in December 1974.

Density jumped 13.9 per cent to 53.1 passengers from 46.6.

The average passenger trip length rose 2 per cent to 404.8 miles from 400.6.

Cargo ton miles advanced 21 per cent to 944,900 from 781,100.

Passenger boardings rose 15.9 per cent to 340,200 from 293,500, while ASMs increased 5.2 per cent to 250,073,400 from 237,602,900.

The average load factor climbed to 60 per cent from 53.2.

The tons of cargo boarded gained 14.1 per cent to 2,100 from 1,900.

New service in 1975 included first-time direct flights between San Francisco and three cities in Idaho—Twin Falls, Pocatello and Idaho Falls—and nonstop flights between Edmonton and Spokane.

Following CAB approval, service was suspended at Kingman, Palmdale and Crescent City. Our application to delete Cedar City and Page is pending.

Last year, we started our largest overseas assistance program in Saudi Arabia. It involves 33 employees and lease of three F-27s. Similar programs continued in Burma, Nepal, Liberia and Mauritania.

In September, we resumed charter operations and by year's end we had sold 9,500 charter seats involving 115 departures and flying more than 71,000 charter aircraft miles.

Major station renovations were completed last year in Great Falls (in a new terminal), Burbank and Los Angeles. Renovation was started and continues in San Francisco.

Major marketing programs in 1975 were:

- "Paradise for Pesos", to divert Hawaii traffic to Mexico.
- "Sun Country" packages, designed to attract vacationers to the Southwest.
- Expanded ski programs, with our Ski Ambassadors assisting 12,000 passengers last season.
- Promotion of medium-sized cities as ideal convention sites.
- Development of interline programs, including one with TWA emphasizing Phoenix and Las Vegas as transcontinental connecting and stopover cities.
- Introduction of a \$45 round-trip excursion "Jackpot" fare between Southern California and Las Vegas.

Other milestone events in 1975 included:

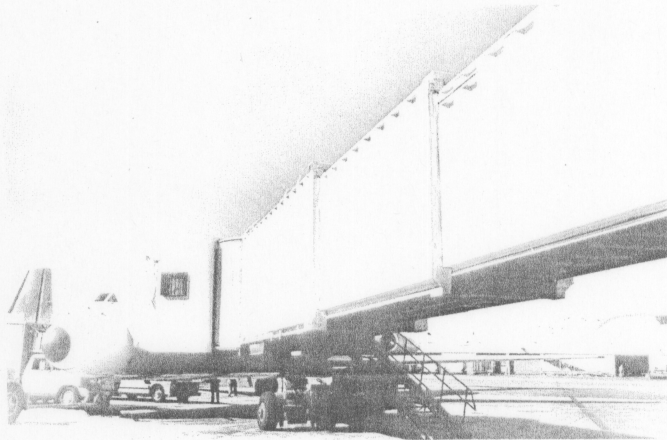
- Award of the first four company scholarships to dependents of employees.
- Celebration of our fifth anniversary under Hughes management on April 3.
- Company sponsorship of a Pro-Am ski race at Sun Valley in March, with one of our Ski Ambassadors on each team.
- Flight attendant completion of interpersonal training, designed and led by nine of their colleagues.

# LOS ANGELES



Building Six, Los Angeles International Airport

Four new jetways—one of them will extend up to 118 feet out onto the ramp.



This year the company will complete three decades of service at Los Angeles. It was one of the first airports we served with scheduled commercial flights—the southernmost point on one of our predecessor's system. Today, it's the largest and busiest airport we serve—the second busiest in the world.

Appropriately enough before we enter our fourth decade there, more than \$1 million in renovations and improvements have been completed.

Highlights of the work are four new passenger loading bridges. One of them—an apron-drive telescoping tunnel—can be extended 118 feet out onto the ramp—farther than any other jetway on our system. This ability has helped us adapt to the congestion and limited space at Los Angeles International.

Among other improvements at our Los Angeles station are:

- Acquisition of a fourth gate.
- Installation of the latest electronic communications and high-speed ticketing equipment.
- Remodeling of our passenger areas, including new counters, signs, decor and carpeting.
- Construction of new counter inserts (ticket drawers and racks) with agents providing input for their design.
- Acquisition of spacious new station offices above the satellite.
- Remodeling of the operations room, with a triangular three-position desk that agents also helped design.
- Rebuilding of maintenance, catering and air cargo facilities.

In 1975, our 115 airport employees in Los Angeles boarded and deplaned more than 582,000 passengers, up about 4 per cent from 1974. In those terms, it's our third busiest station, after Las Vegas and Phoenix. In December, Los Angeles handled an average of 48 arrivals and departures a day.

More of our Los Angeles passengers fly to or from Las Vegas than any other city on our system. More than 116,000 passengers boarded for or deplaned from Las Vegas at Los Angeles last year—a boost of 32 per cent over 1974.

Also in the top 10 origin-and-destination cities linked with Los Angeles (in descending order by traffic volume between the two cities) are: Tucson; Monterey; Palm Springs (up 34.6 per cent over 1974); Santa Maria; El Centro; San Francisco (up 28.5 per cent); Eugene; Eureka and Yuma.

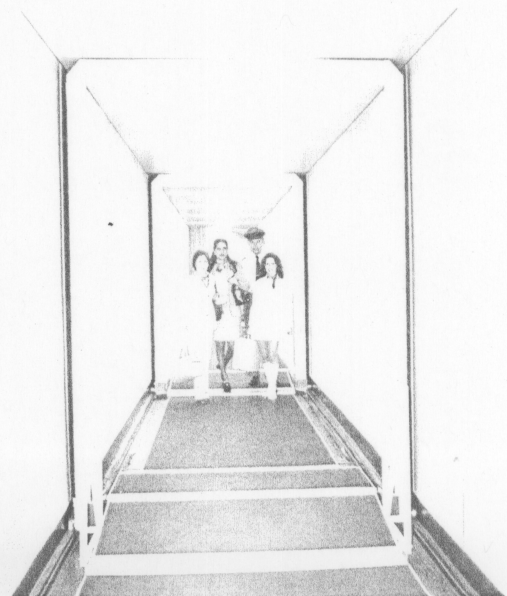
Cargo boardings in Los Angeles far outstrip any other station. Last year 3,438,000 pounds were boarded there—8 per cent of the company's total cargo boardings. This brought in revenue of \$615,750, up 12 per cent from 1974. It is the only station to exceed \$500,000 a year in cargo revenue.

When one of our predecessors—Southwest Airways, later Pacific Air Lines—began commercial flights at Los Angeles in December 1946, it was the southernmost point on its system, with Medford its northernmost. The airline's route had

eight intermediate points between Los Angeles and San Francisco and 12 intermediate points along two routes between San Francisco and Medford. In its first full year of operation, Southwest carried about 79,000 passengers over its entire system—about 14 per cent of the number of passengers boarded and deplaned at Los Angeles alone last year.

*In this issue are photos of our Los Angeles station, many showing the improvements mentioned. Our camera men spent two days there. All employees who were photographed appear at least once. The few not shown were either on vacation, off work . . . or camera shy.*

Crew boards through new jetway





Hughes Airwest ticket counter, Building Six



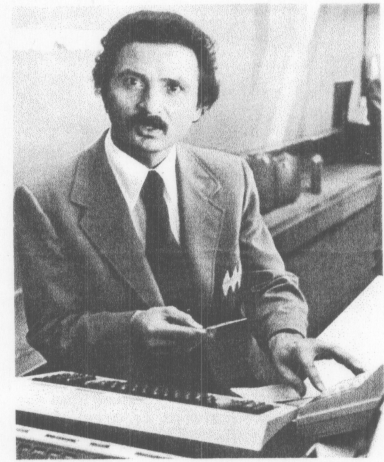
Trini Stange, ground hostess  
—agents helped design  
the counter ticket inserts



Neal Stone,  
chief station agent



Jan Weber



Joe Wilson



Don Whitman  
and Cindy Atkinson,  
ground hostess

Claus Schwarzer

Richard Merkley,  
chief station agent



Rose Hobbs (left) and Carol Ewan



Kathy Brett

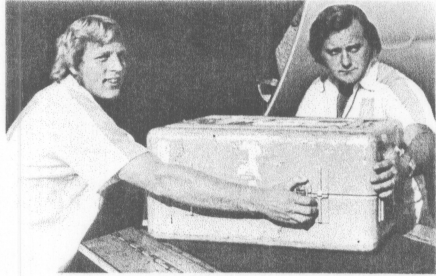




From left: Dan Ward, chief station agent; Fred Vernon; Chuck Fields; Steve Day; Steve Lonas and Mike Ferguson



From left: Steve Day, Ken Kirsch and Steve Lonas



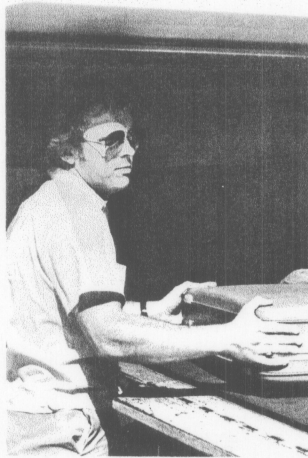
Larry Whitlock (left) and Beaver Petree



Robert Rodriguez



Fred Jordan



Ron Bogenreif



Roger Grenier



Gary Adam



Mugger Mikesell



Ralph Gonzales



The new station manager's office (left) has a picture window view of the ramp. Ralph Sellars, 44, joined the company (Bonanza) in 1959 as a station agent in Kingman, Ariz. He transferred to Los Angeles later that year and was promoted to chief agent in 1963, ramp service manager in 1969 and station manager in 1970. He attended California Air College and received the National Management Association Certificate of Achievement and Industrial Relations Certificate from Loyola University.



Ralph Sellars, station manager



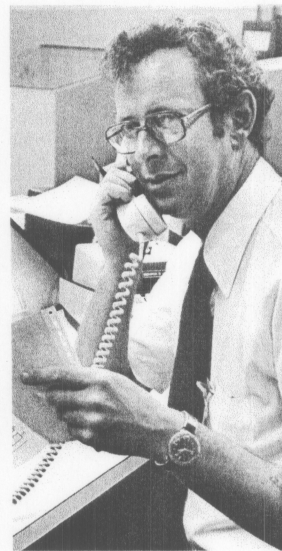
Art Pierce, assistant station manager



Sandy Lambert, clerk typist

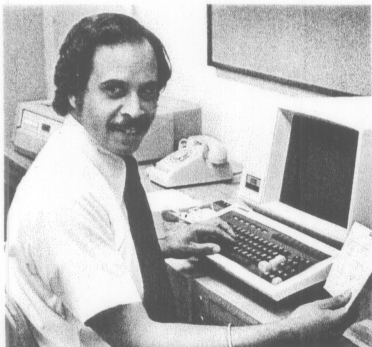


Jim Reineccius and Jack Markham

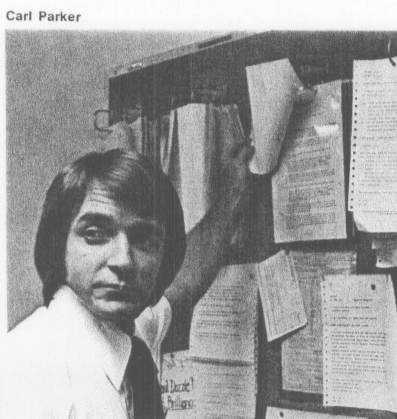


Gary Jensen (left), ch  
Bob Stevens, assistan

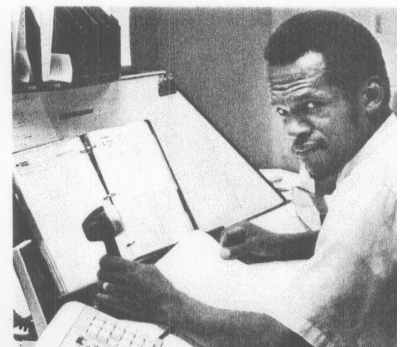
Jack Mills



Dave Bailey



Carl Parker



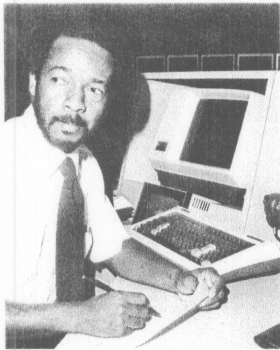
Jimmy Wharton



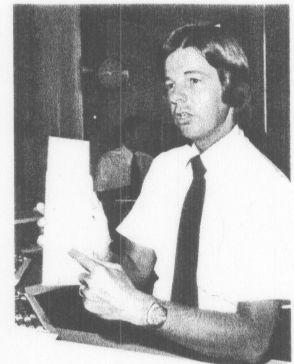
Hughes Airwest gates in Satellite Building Six. Since these photos were taken, the Hughes Airwest logo above the customer service counter (see close-up photo below) has been illuminated—the first such lighting at Los Angeles International.



Dave Thomas (left), chief station agent, Rick Vankoeving and Sherry Graham



Newman Theriot

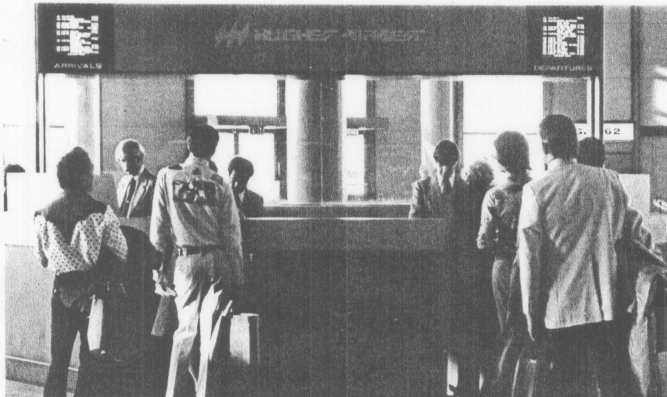


John Bishop

Lance Harman



Station agent, and  
Station manager, customer service

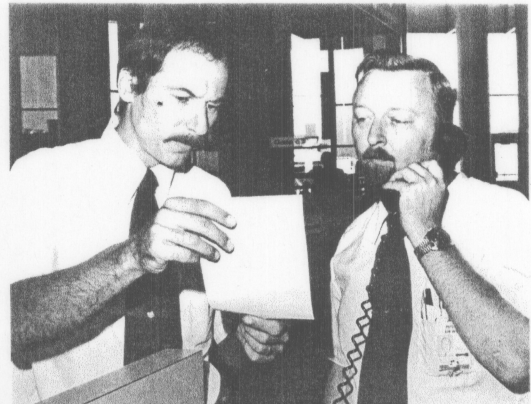


Satellite customer service counter

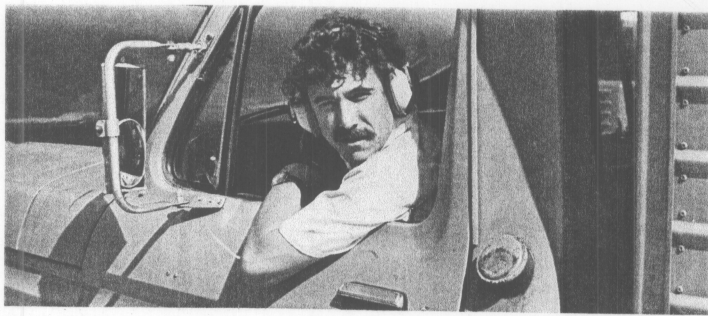


John Linkey

Trini Stange, ground hostess



John Friedrich (left) and Mike Olson, chief station agent



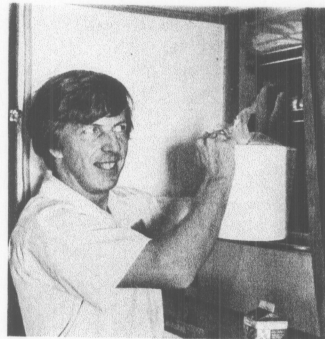
Sam Grennan



Dick Torrence, chief station agent



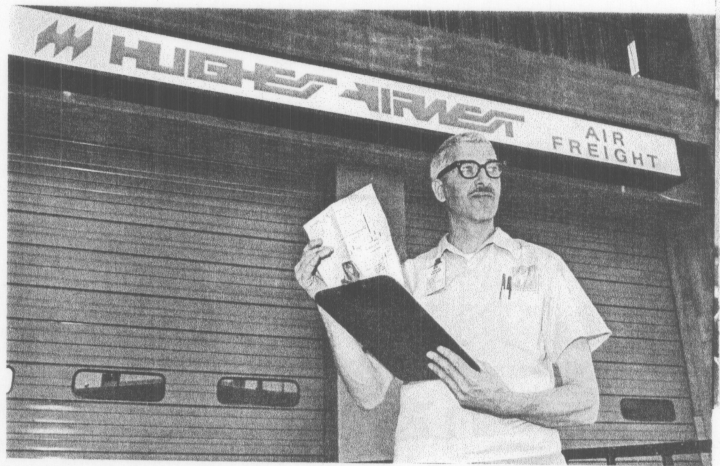
Richard Overland



George Smith

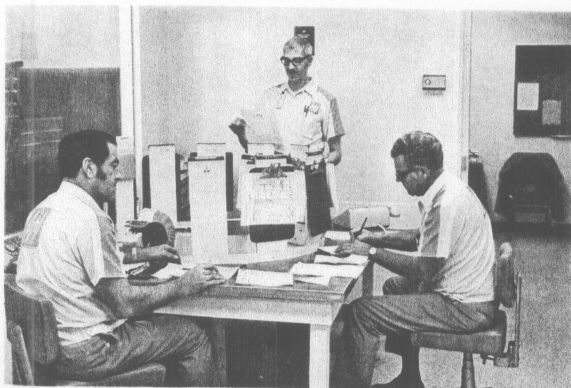
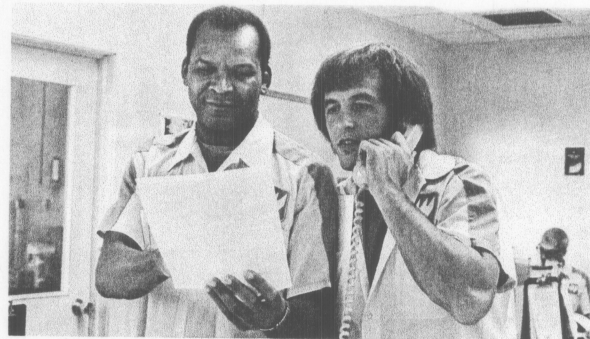


George Taylor



Joe Namhie, chief station agent

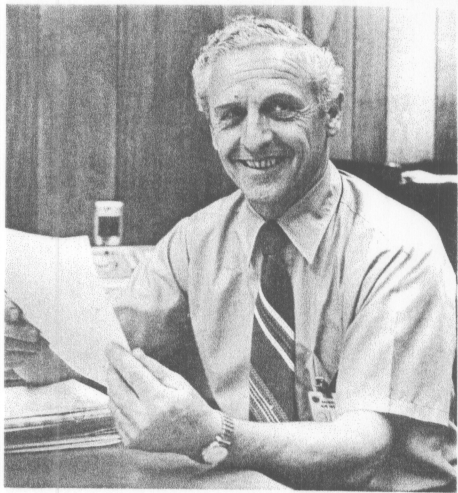
Bob Dailey (left) and Dick Young



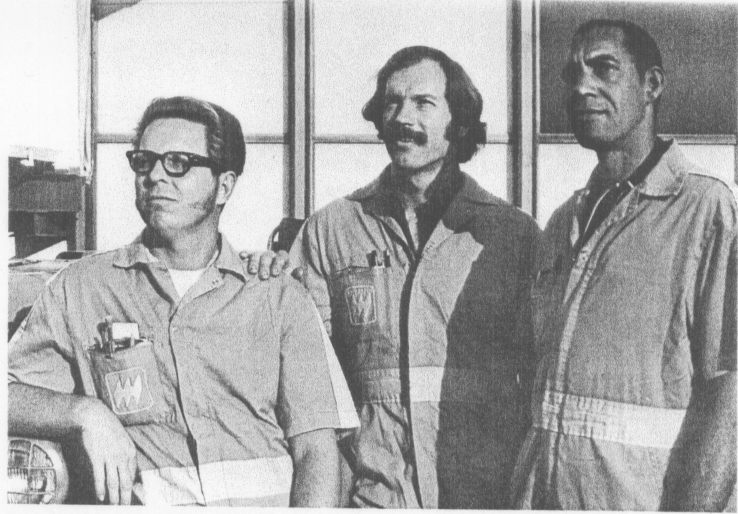
From left: Larry Plummer, Joe Namhie and Ross Groshong



Larry Plummer (left) and Russ Groshong



Stan Anderson (above) and Dan Wristen (not pictured) are assistant district maintenance managers in Los Angeles, overseeing maintenance, fueling and cleaning there and at Santa Ana. Anderson, 52, joined the company (West Coast) in 1963 as chief inspector following 20 years with Northwest Airlines. He was quality control director from 1965 to 1969. Wristen, 41, joined us (Pacific) in 1955 as an air frame and power plant mechanic and was a lead mechanic from 1960 to 1974.



From left: Fred Di Lu, cleaner; Jay Monk, avionics technician; and Dana Riggs, technician.

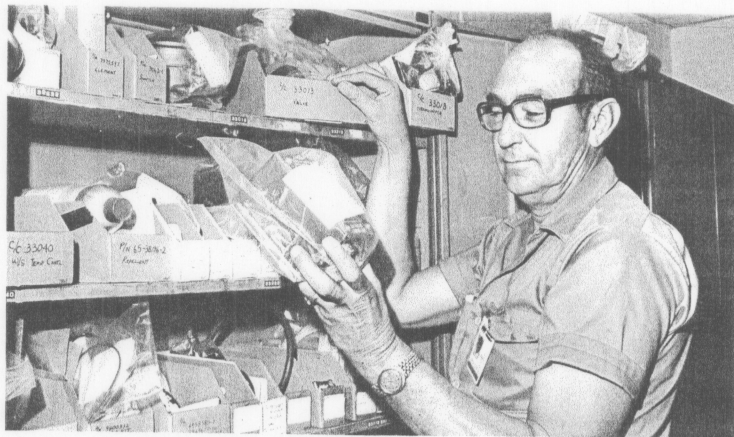


Ramon Pedraza, cleaner



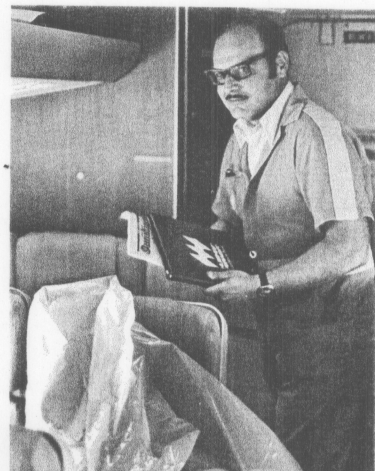
Ted Jessen, stock clerk

Bill Blagdon, technician



Walt Daugherty, lead technician

Red Kulseth (left) and Jim Gardner, lead technicians



Narciso Fernandez, cleaner



George Tawata (left) and Rey Artolachipe, technicians





Tony Diaz, ground serviceman



Wally Webb, technician



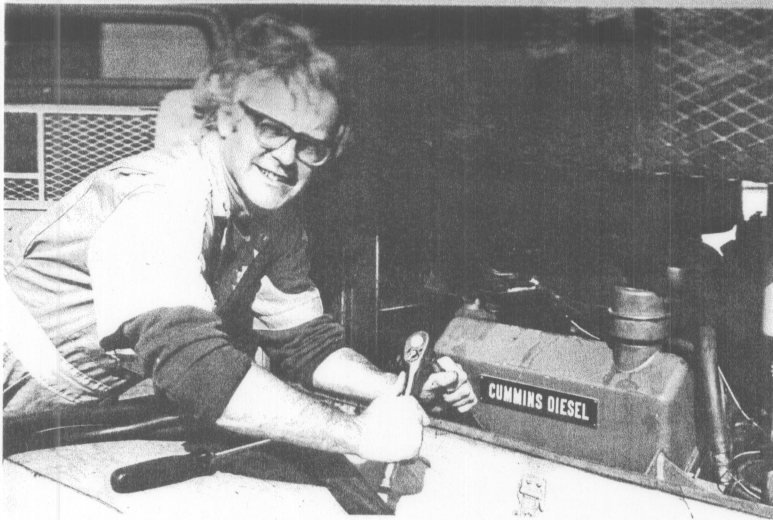
Manuel Vazquez, cleaner



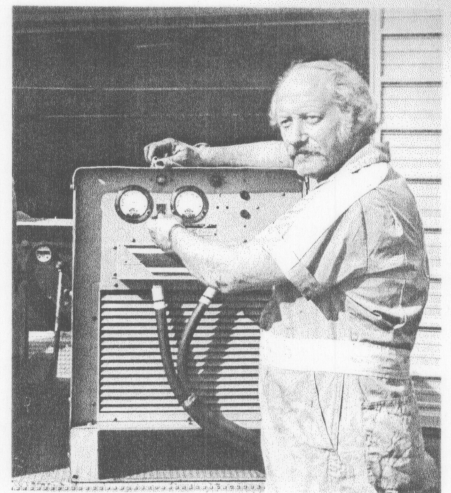
Hank Cumberlin,  
lead technician



Jorge  
Plasencia,  
cleaner



Roger Phillips,  
technician



Bill  
Douglas,  
technician



Roger Phillips  
(left) and  
Bill Greenwood,  
technicians



Jerry Brown, technician

## Four win res TBM contest; record number 'buy by phone'

Reservation agents at our four telephone sales offices had a contest Nov. 10 through Dec. 15 to see who in each office could convince the most customers to allow us to ticket them by mail, thus relieving holiday ticket counter congestion.

Winners were: Carol Indra, Seattle (59 tickets); Helen McClintock, Los Angeles (144); Eve Myers, Phoenix (99); and P. J. Nielsen, San Mateo (104).

Tickets by mail (TBM) set an all-time record in December, according to Arch Miller, marketing staff vice president. They total 5,262 with a value of \$542,780, compared to only 3,418 tickets and revenue of \$362,969 in December 1974.

Handling the extra load of writing and mailing the tickets were San Mateo reservation agents Bunny Bain, Mary Lou Hoobler, Trudy Sandoval, Wilma Seyd and Eileen Sheridan.

## FICA deduction to eat into some pay checks longer

Social Security taxes will be taking a bigger bite out of the pay checks of many employes this year.

The rate itself—5.85 per cent—remains unchanged, but the maximum amount subject to the tax has been raised to \$15,300 from last year's \$14,100, according to Tracy Hornbuckle, payroll supervisor.

The maximum amount that the company will be required to withhold will be \$895.05 in 1976 compared to \$824.85 in 1975.

The increases have occurred annually since 1973 when escalator provisions were added to the FICA law.

By law the company must pay an amount equal to the employe contribution.

## Cash awards for two in Phoenix



Two Phoenix employes were recipients of 1975 Suggestion Awards totaling \$305. They are Howard Olson (second from left), instruments and avionics services technician, and Ray Dietrich (third from left), maintenance technician. Joe Bon Smith (left), avionics services and overhaul director, and Bob Walker, maintenance director, look on as Olson explains his invention, for which he received a \$280 award. It's a styrofoam box for the protection of flight recorder magazines during storage, shipping and handling. It's estimated that the boxes will save up to 500 hours a year in time previously needed to repair magazine frames which were bent when stored or shipped without adequate protection. Dietrich received \$25 for suggesting and designing a catch to hold open the electrical and electronics compartment door on our aircraft during maintenance. Amount of the awards is generally 10 per cent of the first year's net savings to the company, with a \$25 minimum.

## SERVICE ANNIVERSARIES

### TWENTY-FIVE YEARS

PHOENIX—Robert McNeely, production analyst. PORTLAND—Stanley Stewart, chief station agent. SEATTLE—William Lord, captain.

### TWENTY YEARS

LAS VEGAS—Clarence Johnson, Clyde Oldham and Roger Henderson, captains. PORTLAND—Terry Hunter, station manager. SAN FRANCISCO—James Williams, captain.

### FIFTEEN YEARS

PHOENIX—Henry Parent, maintenance control supervisor. LAS VEGAS—Bradford Bishop, technician.

### TEN YEARS

SAN FRANCISCO—Stanley Johnson, senior budget analyst. Paul Israel, inflight service instructor. LAS VEGAS—Sharon Peterson, Dae Myers and Catherine Schneider, flight attendants. YAKIMA—Lawrence Radka, station agent. SACRAMENTO—Gordon Brown, station agent. PALM SPRINGS—Clayton Cryer, chief station agent. SEATTLE—David Walquist, station agent. PHOENIX—Richard Timmons, chief station agent. Johnny Stewart and Arthur Knox, ground servicemen. Dean Weinland, ground equipment technician. Roy Moxley, instruments & avionics services technician. Pricilla Koury, flight attendant.

### FIVE YEARS

LOS ANGELES—Donald Colvey, reservation agent. Trinidad Stange, ground hostess. LAS VEGAS—Douglas Hans, ticket agent. SAN FRANCISCO—Jim Frantz, flight records manager. James Callen, flight attendant.

## HEIR FARE

To Maria Elena and Juan Manuel Rosas, porter, Puerta Vallarta: a girl, Sylvia Yvonne, 8 lbs. 3 oz.; Dec. 30.

## Employes' ornaments adorn international tree

Unique custom-made Christmas tree ornaments from employes in six countries decorated the tree outside the board room at our international headquarters during the holidays.

It was the idea of Priscilla Mahnken (pictured), executive secretary in the international department. She sent out a suggestion that each station and department in the company send an ornament for the tree. Thirty-eight responded, many with bulbs cleverly depicting their city or department.

Employes also placed toys under the tree for distribution by the San Mateo fire department to needy and retarded children.

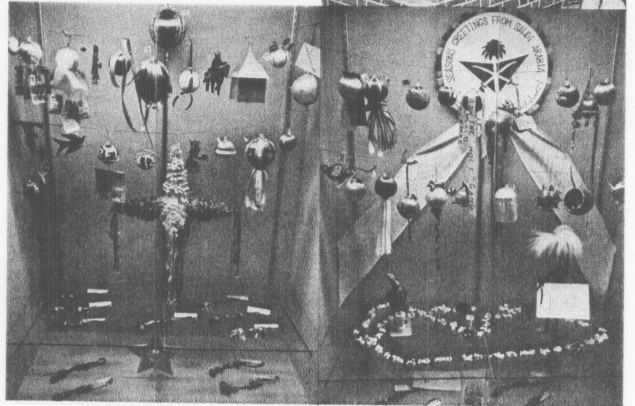
After the tree came down, the ornaments were put on display in the lobby trophy cases (see photos).

Contributing ornaments were employes in Burma, Liberia, Mauritania and Saudi Arabia, four of the countries where we have technical and managerial assistance programs;

Also employes in Bakersfield, Blythe, Burbank, Chico, El Centro, Grand Canyon, Guaymas, Las Vegas, Los Angeles, Los Angeles, Mexico City, Monterey, Oakland, Ontario, Palm Springs, Pasco, Pocatello, Redmond, San Diego, Santa Barbara, Santa Maria, Seattle, Spokane, Stockton, Tucson, Twin Falls and Yuma;

And eight departments in San Mateo—budget, charter, international, legal, personnel, planning, regulatory affairs and statistics.

Mahnken plans to make the project an annual one.



## 22 gather to plan '76 field sales efforts

The company's field sales managers—a work force of 22 from 18 cities across the system—met Jan. 19-21 in Las Vegas to plan field support for our 1976 marketing programs.

General manager Irving T. Tague and vice presidents Edwin N. Altman, operations, Terry Ashton, planning, and Russell V. Stephenson, marketing, met with the group.

The agenda also included presentations by Bill Maloney, field sales director; Skip Clemens, customer services system director; Rick Gostyla, marketing planning director; Dick Neal, passenger sales director; Beverly Boyle, central seat control manager; Steve Templeton, San Mateo telephone sales manager; Jim Garvin, interline and agency sales manager; Tom Bailey, charter sales manager; and Margie Gostyla, Mexico sales manager in the U.S.

Among topics discussed were implementation of new route awards, results of a travel agent survey, the company's charter programs, and advertising and interline promotion plans.

## SUPER-HUMAN EFFORT . . .

(Continued from page 2)

Accounting had an extra load, especially the refunds and agency audit section. They handled requests from customers whose flights were cancelled due to weather and from passengers who switched tickets between us and United. Agency sales, which increased greatly as a result of the strike, must all be audited.

And marketing and consumer affairs has a lot of mail to answer—from happy and unhappy customers.

## TRANSITION

WELCOME ABOARD—John Reddin, station agent, Calgary. Arna Fenstermaker, cleaner, Las Vegas. Marlene Fadin, secretary, purchasing, San Francisco. Ken Kureluk and Ronald Armstrong, station agents, Edmonton. Jeanette Seeman, Kim Dahmen, Yvonne Frew, Erna Grant, Habiba Zuhuruddin, Alice Zambada, Bettye Winston, Peggy Culpepper and Daniel Richards, reservation agents, Los Angeles. Rebecca Ashmead, reservation agent, Phoenix. Michael Schwartzbeck, Danny Vagnetti, John Rouse, Ronald Forster and Michael Frost, cleaners, Phoenix. Susan Moore, clerk-typist, Santa Ana.

PROMOTIONS—Stephen Gabel to schedule analysis supervisor, San Francisco. Richard Baer to captain, Phoenix. Joe Cox to chief station agent, Las Vegas. Amy Kawamoto to intermediate clerk, industrial relations, San Francisco. Ramon Ketting to chief station agent, Grand Canyon. John Denys to chief station agent, Sun Valley. Violet Camper to intermediate clerk, audit and taxes, San Francisco.

RETIREMENTS—Kenneth Conrad, cleaner, Pasco, after 9½ years with the company. William Johnston, systems designer, Phoenix, after 5½ years.

## IN MEMORIAM

Lester Lincoln, father of Gay Lincoln, ticket agent, Portland, Dec. 16. Edna MacGowan, mother of Norman MacGowan, captain, San Francisco, Dec. 25. William L. Burr, father of William Burr, station agent, Reno, Dec. 26. Don Nelson, husband of Phyllis Nelson, reservation agent, Seattle, Dec. 30. James Brightwell, father of Charles Brightwell, avionics technician, Phoenix, Jan. 1.

Lucinda Barnette, mother of Dean Barnette, captain, San Francisco, Jan. 5. Jimmy Vaughn, father of Carol Langford, flight attendant, Phoenix, Jan. 7.

Martha Hammock, mother of Ken Hammock, senior buyer, purchasing, San Francisco, Jan. 10.

Thomas Fulmor, father of Fran Gray, retired personnel records manager, San Francisco, Jan. 27.

## New under the sun



About 1,500 employees, their family members and guests attended the company's presentations on the Boeing Advanced 727-200, three of which we have purchased for delivery late this year. The programs—in San Mateo, Phoenix, Las Vegas and Seattle—were led by vice presidents Edwin N. Altman, operations, and Russell V. Stephenson, marketing, and Boeing representatives. At left is one of three groups that filled the "show room" in Phoenix. At right is part of the San Mateo audience listening to Mario Zamparelli, internationally-known graphic and industrial designer, who discussed decor selected for the trijets. Behind him is the "New Under the Sun" exhibit prepared for the events. Also reviewed were the operational performance and some of the utilizations planned for the 727s.

## WE GET LETTERS (and poems) ...

The company received more than the usual number of complimentary letters last month from passengers who appreciated our service despite the extraordinary difficulties we were encountering. Below is one of the more unusual letters, followed by excerpts from some others.

We'd planned for two months to take our trip,  
But the fog in Salt Lake had set in with a grip.  
We were going to Mesa to see my son and his wife  
For Christmas, in sunshine, "Oh joy, what a life!"  
We were really a pair on our crutches and cane,  
And both of us suffered with a great deal of pain.  
We'd called way ahead to fly Hughes Airwest,  
'Cause we've known for years that they're really the best.  
We arrived at the airport in the morning at nine  
And checked through our luggage after waiting in line.  
But hour after hour they'd announce that our flight  
Was fogged in in Seattle—we could be there 'till night.  
Fellow travelers were tired and some were quite rude,  
And some things I heard said would be called really crude.  
All employees were handling ten folks at a time,  
And their patience was stretched to the end of the line.  
But there was one fellow—a real handsome sort—  
Who was juggling and calming like a seige on a fort;  
And people were waiting and complained the delay,  
But ne'r once did his smile fade or his patience fray.  
He was helpful, he was patient, he went out of his way,  
To make everyone comfortable throughout the delay;

But especially to us in our disabled condition,  
He made us feel cared for and kept your tradition.  
So I asked him his name 'cause he was really quite tender,  
And he said, "Pizzello! But it's hard to remember."  
So I wrote it down, but my daughter said, "Hey!  
Just put pizza with jello and you'd know right away!"  
So this poem is a thank you in really humble form  
To your Mr. Pizzello who's way over norm;  
And who represents in his way the ads that "you're best"  
In advertised service of the fine Hughes Airwest.

(The above was written by a passenger from Salt Lake City and her 16-year-old daughter. The employee referred to is Ralph Pizzello, a station agent there.)

From a family of four flying to Mexico: "Our flight was comfortable and pleasant, due to the outstanding attitude of Joan Lardelli (San Francisco flight attendant) . . . Efficiency and attitude. She comes across so easy."

From a Boise utility personnel director who was trying to find out how his invalid mother could get there when the airport was closed by fog: Seattle reservation agent Keith Luttenbacher's "extremely helpful and understanding attitude . . . was truly admirable."

From the general manager of a travel agency to the Santa Barbara station: Hughes Airwest employees "come through even when we request the impossible. Teleticketing is fast

and wait lists are cleared promptly. They truly have Hughes Airwest at heart."

From a Las Vegas customer who wanted to take her granddaughter from Phoenix to Sun Valley: Carol Hawthorne (Phoenix reservation agent) "made everything so easy for me . . . You have a fine group of people working for Hughes Airwest."

From a Utah customer: He noted our "exceptional service and on-time flights . . . Special appreciation to your (Salt Lake City) agents who are so helpful when I arrive with 16 to 18 cases of equipment for checking."

From a Southern California company president: "Your hostesses were very polite and helpful." (Flight attendants on his flight were Juanita Martinez and Barbara Cowger of Seattle and Janie Lujan of San Francisco.)

From a passenger who witnessed Phoenix flight attendant Linda Tiboni assisting an ill passenger: "All the passengers were impressed with her expertise in handling an emergency . . . She deserves a great deal of credit for her cheerful, competent concern."

(Editor's note—The company received many more letters like the above last month, as it does throughout the year. This publication will print representative letters from time-to-time.)

## Fun weekend planned for tennis tourney

Registrations are now being accepted for the second annual systemwide championship tennis tournament, Saturday and Sunday, March 6-7, in Tempe, Ariz.

Employees and spouses may enter. Deadline for entries is Feb. 28.

Play will be in two divisions—championship or social—and both divisions include men's and women's singles and doubles and mixed doubles. Fees are \$8 for singles, \$6 each for doubles.

Competition will be at the Tempe Racquet and Swim Club. Trophies will be awarded to the winners and the runner-up in each event. Winners will be eligible to represent Hughes Airwest at the national interline tournament.

Two one-hour clinics will be conducted by club pros.

Accommodations are available at the new Fiesta Inn in Tempe for \$15 a night, single or double.

Other events include a Fiesta Inn-hosted cocktail party, buffet dinner and dancing.

To enter, fill out the form at right or write for a brochure with complete details to first officer Richard Jeppesen, P.O. Box 2966, Phoenix 85036.

## Headquarters lobby now 'Sundance Gallery'

Our international headquarters lobby has been designated "Sundance Gallery" by the San Mateo County Arts Council. It is the fourth "mini-gallery" on the San Francisco Peninsula and the first not located in a public building.

We will assist the council in presenting art shows in the gallery, which will be open to the public from 8:30 a.m. to 5 p.m. weekdays. Exhibits will change monthly.

On Jan. 25 the company hosted a reception at the gallery to mark the opening. About 175 attended.

Russell V. Stephenson, marketing vice president, explained the company's involvement in the arts during the last several years.

Also attending were Ray Lorenzato, council chairman, and artists Richard Fiscus and Toby Judith Klayman, whose serigraphs are on exhibit in the gallery through Feb. 13.

Dick Hankins, assistant to the marketing vice president, was recently elected to the council's board of directors.



Gallery opening

### TENNIS TOURNAMENT ENTRY FORM

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/state/zip \_\_\_\_\_ Phone \_\_\_\_\_  
 Fees: singles—\$8; doubles—\$6 per player.  
 Check below events you wish to enter (maximum: one singles event, one doubles & one mixed).

<b>Championship division</b>	<b>Social division</b>
<input type="checkbox"/> Men's singles	<input type="checkbox"/> Men's singles
<input type="checkbox"/> Women's singles	<input type="checkbox"/> Women's singles
<input type="checkbox"/> Men's doubles	<input type="checkbox"/> Men's doubles
<input type="checkbox"/> Women's doubles	<input type="checkbox"/> Women's doubles
<input type="checkbox"/> Mixed doubles	<input type="checkbox"/> Mixed doubles

Name of men's or women's doubles partner \_\_\_\_\_  
 Name of mixed doubles partner \_\_\_\_\_  
 Total entry amount enclosed: \$ \_\_\_\_\_  
 (Payable to Hughes Airwest Tennis Tournament)

**Fiesta Inn Reservations**

Single room \_\_\_\_\_ Double \_\_\_\_\_  
 Arrival date \_\_\_\_\_ Departure \_\_\_\_\_  
 Rate: \$15 a night, single or double; buffet, \$5 per person.  
 Enclosed: \$ \_\_\_\_\_ (Payable to Fiesta Inn)

Mail to: R. F. Jeppesen, Hughes Airwest  
 P.O. Box 2966, Phoenix 85036  
 Deadline: Feb. 28.



## There's little time left to apply for company scholarships

About 35 employees have requested applications for the four Hughes Airwest scholarships.

High school senior and college undergraduate dependents of employees are eligible for the program, now in its second year.

The four grants, which will begin next fall, will have a potential value of \$1,000 each over a four-year period.

The three scholarship committee members who served last year have agreed to make the selections again for 1976-77. They are: Edwin N. Altman, operations vice president; Russell V. Stephenson, marketing vice president; and Glenn P. Smith, chancellor of the community college district in San Mateo County.

Employees wishing details on the awards and eligibility requirements should contact Jim Haupt, employe development manager, San Mateo. All application material must be filed by March 1.