

First Advanced 727-200 to be rolled out May 27 -- the 'Spirit of Gamma'

On Thursday, May 27, Hughes Airwest will roll out and dedicate the first of its three new flagships—a Boeing Advanced 727-200 with engines more powerful than on any other 727 in the world.

The ceremonies will be at Boeing Commercial Airplane Co. in Renton, Wash., near Seattle.

At the conclusion of the ceremony, Nadine Henley, a member of our board of directors, will unveil the name of our first trijet—*Spirit of Gamma*.

The name honors the late Howard R. Hughes, who established three world speed records in a Northrop Gamma in 1936. (See story below.)

All employees who do not have work schedule conflicts have been invited to the day's events.

Included are the roll-out and dedication, a luncheon hosted by Boeing, a Boeing plant tour and viewing of the trijet's first flight.

The maiden flight will be from Renton Municipal Airport to Boeing Field International, five miles away, where the 727 will undergo final check-out, flight testing and engine certification by the Federal Aviation Administration before mid-August final delivery.

On the platform at the roll-out and dedication ceremony will be executive committee board members Irving T. Tague, general manager, Chester C. Davis and Frank W. Gay.

The other board members also will attend.

(Continued on back page)

In the paint hangar—727-200 gets our corporate colors before its roll-out.

So. California - Salt Lake City; Pacific N.W. - Reno

Nonstop service starts for six cities on July 1

We will start nonstop jet service July 1 between Southern California and Salt Lake City and between the Pacific Northwest and Reno.

Four daily round-trip flights will link Salt Lake City with Los Angeles and Orange County.

There will be two Seattle-Reno round-trip jets and two Portland to Reno flights, with one Reno to Portland return daily.

Irving T. Tague, general manager, described the new service as "two of the greatest competitive challenges the company has ever faced.

"We're in these markets to stay," Tague said. "Marketing programs will be evaluated frequently until we capture our share of the traffic."

Southern California - Salt Lake City

We will offer three daily round-trip flights between Los Angeles and Salt Lake City, competing directly with Western Airlines service.

Two of the Los Angeles northbound flights will originate in San Diego and continue on to Twin Falls beyond Salt Lake City. The third flight will continue on to Kalispell. The same cities will be served southbound.

First-time nonstop service between Orange County and Salt Lake City will be offered once a day in each direction.

Interline traffic will be an important part of our efforts in this market, according to Rick Gostyla, marketing planning director. Our Los Angeles schedule will allow for convenient connections with Frontier Airlines flights between the Utah capital and Bozeman, Missoula, Billings, Mont., and Jackson, Wyo.

Salt Lake City flights will also be timed for convenient Los Angeles connections with Continental Airline's Honolulu service.

Pacific Northwest - Reno

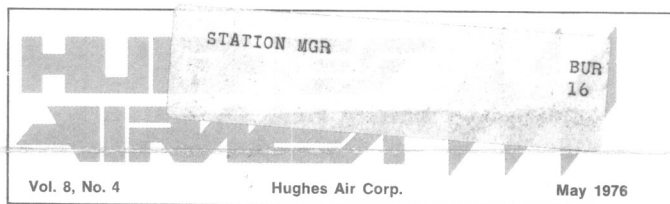
Our nonstop service linking Portland and Seattle with Reno will compete with that of United Airlines.

Seattle southbound flights will originate in Spokane and continue on to Las Vegas and Santa Ana from Reno, with the same return routing.

Flights between Portland and Reno will serve Las Vegas in both directions.

(Extension of Pacific Northwest-Reno flights to Las Vegas will increase our service between Reno and Las Vegas—one of the busiest non-competitive markets in the U.S.—from five round-trips a day to six.)

Seattle-Reno flights will be timed for one-line connections from Pasco and Yakima in Seattle. Off-line



Hughes is greeted climbing out of Northrop Gamma in New York. (All rights reserved—Rosemont Corp.)

Flagship name recalls spirit of records set by Hughes. 1936

Howard R. Hughes will be memorialized when Hughes Airwest names its first 727-200 flagship *Spirit of Gamma* after the aircraft in which the late aeronautical genius set three world speed records in 1936.

After breaking the world landplane speed record in 1935, Hughes' next goal was to shatter the transcontinental speed record of 10 hours and 3 minutes, then held by Roscoe Turner.

Hughes leased a Northrop Gamma from aviatrix Jacqueline Cochran and made extensive modifica-



21 flight attendants graduated —first class in a year includes daughters of three captains

Twenty-one flight attendants were graduated April 23 in ceremonies at international headquarters. It was the first class to be trained in the past year.

Participating in the graduation were general manager Irving T. Tague, marketing vice president Russell V. Stephenson, inflight and passenger service system director Skip Clemens, and flight attendant director Dottie Smith.

Pictured at left (from left, front row, with hometown and domicile) are: **Gary Asti**, Sunnyvale, Calif. (LAS); **Steve Merkle** (a Portland cleaner with us since 1970), Auburn, Wash. (SEA); **Mary Green**, Phoenix (SEA); and **Mollie Boyle**, Los Angeles (SEA).

In the middle row, from left, are: **Bridget Rose**, San Mateo (LAS); **Nanette Blum**, Millbrae, Calif. (SEA); **Marilyn King**, San Mateo (LAS); **Barbara Shepherd**, San Carlos, Calif. (SEA); **Pam Logerquist**, (a credit union representative with us since 1970), Phoenix (PHX); **Cathi Laubach**, Scottsdale, Ariz. (SEA); **Cheryl Houck**, San Mateo (SEA); **Debbie Corbin**, Phoenix (SEA); **Gloria Evans**, San Francisco (LAS); and **Carol Cansdale**, Federal Way, Wash. (SEA).

In the back row (standing on benches) are, from left: **Linda Polvino** (a flight attendant and inflight services instructor with the company in 1967-73), Scottsdale, Ariz. (PHX); **Laura Swadell**, Henderson, Nev. (SEA); **Diana Resnick**, Las Vegas (SEA); **Christie Tomlinson** (a Hughes Airwest flight attendant in 1967-70), Bellevue, Wash. (SEA); **Vonnie Timm** (maintenance and engineering executive secretary, with the company since 1967), Phoenix (PHX); **Michelle Persons**, Los Altos, Calif. (LAS); and **Dottie Straw**, Hayward, Calif. (SEA).

TRANSITION

WELCOME ABOARD

Gregory Collier, telephone sales agent, Seattle. **Marylene Cala**, pass bureau, and **Elizabeth Wolfe**, industrial relations services, clerk typists, San Francisco. **Fredrica Hazzard**, junior clerk, engineering, Phoenix. **Larry White**, crew scheduler, San Francisco. **Margarita Roeckl**, telephone sales agent, Los Angeles. **Susan Schoenberger**, flight safety instructor, San Francisco. **Douglas Powell**, sales representative, Calgary. **Judy Andersen** and **Marliese Werthhammer**, credit union representatives, San Francisco. **Willis Hoar** and **Allen Diefenderfer**, hangar technicians, Phoenix. **Robert Weigle**, avionics technician, Las Vegas. **Robert Semones**, cleaner, Tucson. **Ronald Matlewsky**, cleaner, San Francisco. **Richard Anderson**, **Dan Buskirk**, **Thomas Flickinger**, **Robert Manning**, **John Surbridge, Jr.**, **Kirk Alldredge**, **Bradford Jones** and **Kenneth Hughes**, first officers, Phoenix.

PROMOTIONS

Sonja Nelson to intermediate accounting clerk, treasury, San Francisco. **Diana Stephanopoulos** to secretary, industrial relations services, San Francisco. **Dale Wilson** to executive secretary, general accounting, San Francisco. **James Burt** to maintenance overhaul supervisor, Phoenix.

RETIREMENTS

Jim Martin, crew and schedule planning director, after 23½ years with the company. He joined us (West Coast) as a station agent in Coeur d'Alene, Idaho, in 1952 and transferred to Pullman, Wash., in 1953. He became a radio operator in Seattle in 1957, junior dispatcher in 1959, crew and operational scheduling supervisor in 1963 and schedule planning coordinator in 1967. He was named schedule planning manager of Air West in 1968 and director in 1970.

Claude Arneson, avionics technician, Portland, after 8 years with the company.

IN MEMORIAM

Edward L. Widener, retired cleaner, Seattle, April 19. He joined the company (West Coast) in 1963 and retired last fall. He is survived by his widow, Rose.

Mary E. Howard, mother of **Mary Ames**, clerk typist, flight control, San Francisco, April 21.

Frank R. Jones, father of **Bob Jones**, station agent, San Francisco, April 28.

Stephen Carey III, father of **Stephen Carey**, station agent, San Francisco, May 3.

Olga Kent, mother of **Gary Kent**, station agent, Las Vegas, May 11.

Ralph B. Pedersen, father of **Burt Pedersen**, consumer affairs/baggage services manager, San Francisco, May 11.

For the first time, children of three active Hughes Airwest pilots were graduated at the same time, on April 23. Shown below (from left) are Las Vegas Capt. John Boyle and daughter Mollie, San Francisco Capt. John Parsons and daughter Michelle, and Seattle Capt. Robert Cansdale and daughter Carol. The three pilots have 78 collective years of service with the company. Carol Cansdale was class valedictorian. Her 98.5 per cent academic record was one of the highest ever achieved in our flight attendant training school.



SERVICE ANNIVERSARIES

THIRTY YEARS

PHOENIX—**Myron Reynolds**, regional flight director. SEATTLE—**Frank Buskirk**, captain.

TWENTY-FIVE YEARS

KALISPELL—**Robert Price**, station agent.

TWENTY YEARS

PHOENIX—**Albert Butt**, assistant district maintenance manager. SEATTLE—**Tadashi Nakanishi**, maintenance technician.

FIFTEEN YEARS

TWIN FALLS—**Gary Stone**, station agent. PHOENIX—**Larry Colwell**, station agent. SEATTLE—**Phyllis Doctor**, telephone sales agent.

TEN YEARS

CHICO—**Jerry Sieberg**, station agent. BOISE—**Douglas Grasmick**, station agent. ONTARIO—**William Ataway**, station agent. SEATTLE—**Susan Myrick**, telephone sales agent. LOS ANGELES—**Jonni Talman**, ticket agent (CTO). **Margaret Nakamura** and **Karen Sellers**, telephone sales agents. SAN FRANCISCO—**Marilyn Cue**, **Doris Keeney**, **Dagmar Long** and **Eileen Sheridan**, telephone sales agents. **Ken Libby**, crew scheduling manager. **Francis Fleming**, junior clerk, maintenance. **Marlene McLaughlan**, aircraft router. **Patricia Sutton**, junior revenue accounting clerk. PHOENIX—**Merilyn Redmond**, secretary, sales. **Darlene Burch** and **Mary Fischer**, telephone sales agents. **Bernice MacKenzie**, secretary, maintenance specifications. **Robert Garrison**, maintenance specifications manager. **Terry Moulder**, component overhaul technician. **Darla Love**, secretary, regional flight.

FIVE YEARS

LA PAZ—**Victor Arreola**, passenger service agent. PHOENIX—**Brad Heap**, management information services acting director. **Fred Shaft**, senior engineer. BURBANK—**Rafael Rojas**, station agent.

Lewis J. Hawkinson dies —treasurer for 13 years

Lewis J. Hawkinson — treasurer of the company and two of its predecessors for 13 years — died May 1 in Seattle. He was 65.

He joined West Coast airlines as controller and secretary in 1957. Previously, he had been associated with the fishing interests owned by Nick Bez, founder and president of West Coast.

Hawkinson was named treasurer of West Coast in 1958 and continued in that capacity for Air West and Hughes Airwest until March 1971. Until recently, he served the company in an advisory capacity in the Northwest.

He suffered serious injuries in an auto accident in 1966 that restricted his activities in later years.

Hawkinson is survived by his widow, Leah.



Hawkinson



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Four more dependents selected to receive \$1,000 scholarships—program's second year

Four teenagers have been chosen to receive the company's 1976-77 scholarship awards worth up to \$1,000 each.

This is the second year dependents of employees have been named for the awards. Four winners selected last year are currently attending universities and receiving the scholarships.

This year's winners are:

- Chris Rothaug, 19, a sophomore at the College of San Mateo; son of Fred Rothaug, lead stock clerk, San Francisco.

- Alisa Sandoval, 17, a high school senior; daughter of Henry Sandoval, chief ticket agent, San Francisco.

- Sandra Theuer, 18, a freshman at California State University at Chico; daughter of Capt. Robert Theuer, San Francisco.

- Monte Varah, Jr., 18, a high school senior; son of Monte Varah, Sr., senior engineer, Phoenix.

Two runners up were also selected. They will receive scholarship support if any of the four winners do not completely use the funds available to them. They are:

- Joe Hightower, 18, a high school senior; son of

The scholarship committee reviews applications—from left: Russell V. Stephenson, Glenn P. Smith and Edwin N. Altman (see story).



Jack Hightower, lead technician, Portland.

- Deborah Merha, 20, a sophomore at Arizona State University; daughter of Capt. Fred Merha, Phoenix.

Thirty dependents applied for the scholarships this year. Finalists were selected and interviewed by the scholarship committee, comprised of Glenn P. Smith, chancellor of the San Mateo County Community College District, and two company vice presidents, Edwin N. Altman, operations, and Russell V. Stephenson, marketing.

The four winners and their parents will be hosted

at an awards luncheon in the board room at international headquarters on June 11.

The scholarships are awarded at a maximum rate of \$250 per year up to four years as long as the student qualifies.

With four new recipients being chosen each year for the renewable scholarships, after the third year up to \$4000 will be divided annually among 16 students.

Final selection is based on the application, academic record, test scores, extra-curricular activities, recommendations, ability and an interview.

Chuck Ward named El Centro station manager—Jim Mount retires after 24 years

Charles D. "Chuck" Ward has been named El Centro station manager.

He assumes duties there from Jim Mount, who retired May 1 after 24 years with the company.

Ward, 34, joined the company (West Coast) in 1963. He was a station agent in Twin Falls and North Bend and was promoted to senior customer service agent at Pullman, Wash., in 1969. He later returned to Twin Falls as a chief station agent, until 1974 when he was transferred to Klamath Falls.

Mount had been El Centro station manager since 1969. He joined the company (Southwest/Pacific) as a station agent in Crescent City in 1952 and was named station manager in Yreka in 1954. He also served as station manager at Crescent City, Eureka, and Vandenberg A.F.B. and as city ticket office manager in Eureka.

'Believe It Or Not' . . . a big mystery in Phoenix

Phoenix reservation employes have been conducting a "believe-it-or-not"-type search for the past year.

About that long ago, a book—Ripley's *Believe It Or Not*—was returned by a borrower to the desk of its owner, Jean Householder, chief telephone sales agent, in a co-mail envelope. Householder has not seen the book since it arrived at her desk and a thorough search has proved fruitless.

The book is a family heirloom and has great sentimental value for the Householder family.

It's been assumed that someone thought the envelope was outgoing and put it in the co-mail mainstream. As a result—since the envelope did not have Householder's name on it—the book may have been received by someone else in the company (the last name on the envelope) who has no idea who it belongs to or whence it came.

Anyone who might know its whereabouts is asked to contact Householder or Kaye Franz, telephone sales agent in Phoenix.

FINANCIAL RESULTS

| | Apr. '76* | Apr. '75* |
|-------------------------------|-----------|-----------|
| Operating revenue—scheduled | 16,258 | 13,035 |
| —charter | 230 | N/A |
| Operating expense—scheduled | 15,881 | 13,658 |
| —charter | 145 | N/A |
| Operating earnings (loss) | 462 | (623) |
| Non-operating earnings (loss) | (236) | (243) |
| Provision for taxes | 116 | — |
| Net earnings (loss) | 110 | (866) |
| Year-to-date* | | |
| Operating revenue—scheduled | 62,968 | 53,147 |
| —charter | 675 | N/A |
| Operating expense—scheduled | 61,916 | 54,604 |
| —charter | 548 | N/A |
| Operating earnings (loss) | 1,179 | (1,457) |
| Non-operating earnings (loss) | (928) | (1,083) |
| Provision for taxes | 129 | — |
| Net earnings (loss) | 122 | (2,540) |

* All data in thousands (000).

Charter sales already boosting football season—first 727-200 flight sold

Our charter department is right in the middle of the football season—and its only May.

Fifteen colleges and universities have signed up for Sundance charter flights to carry teams and fans to games throughout the U.S. this fall, according to Mike Calvin, charter pricing analyst.

The contracts call for 106 "live" departures (53 round-trips). Contracts with other schools are being negotiated.

The first revenue flight of our new Boeing 727-200 signed to date will be a football charter from Cheyenne, Wyo., to Lansing, Mich., Sept. 17-18.

A mid-October University of Oregon charter will also use our 727, as well as a DC-9-30 to take team and fans to a game in South Bend, Ind. With the two jets, the school has chartered a total of 255 seats for the trip.

Other schools signed for the season include Montana, Idaho, Boise State, San Jose State and Brigham Young Universities.

Third highest RPM level in our history

RPMs up 20.5 per cent, boardings jump 16 per cent in April

Our traffic increased sharply last month—sparked by a 20.5 per cent jump in revenue passenger miles (RPMs) and a 16 per cent boost in passenger boardings, compared with April 1975.

RPMs climbed to 140,408,300—the third highest monthly level in the company's history—from 116,476,000 in the same month a year ago.

Passenger boardings advanced to 330,877 from 285,183.

Density (the average number of passengers flying per mile) increased 14.8 per cent to 50.3 from 43.8, while the systemwide load factor (the percentage of seats filled) rose to 57.3 per cent from 50.5.

Available seat miles were increased 6.4 per cent to 245,060,100 from 230,424,400.

The average passenger trip length rose nearly 4 per cent to 424.4 miles from 408.4.

Cargo ton miles increased nearly 11 per cent to 753,668 from 679,473, while the tons of cargo boarded rose 9.8 per cent to 1,808 from 1,647.

Year-to-date

Revenue passenger miles climbed 11.7 per cent and boardings increased 10 per cent during the first four months of 1976, compared with the same year-ago period.

RPMs rose to 544,238,500 from 487,437,500, while boardings advanced to 1,281,698 from 1,164,892.

Density gained 7.3 per cent to 48.8 passengers from 45.5, while the average load factor rose to 55.5 per cent from 52.2.

Available seat miles were increased 5 per cent to 980,435,000 from 933,707,000.

Hughes Airwest Flying Club has a 'fleet' of 13 aircraft available for use by members

The Hughes Airwest Flying Club, based in San Mateo, has leased a four-seat Piper Warrior for use by members.

The aircraft is at San Carlos Airport, just south of San Mateo. The hourly rate (hobbs meter) is \$14.25, including fuel.

The club has also arranged for use of a flight line of 12 aircraft owned by Blue Aviation of San Carlos.

These include a Trainer (hourly rate, \$15), Cessna 150 (\$15), Cherokee 150 (\$17), Warrior II (\$20), Cessna 172 (\$20), Decathlon (\$22), Comanche (\$23), Arrow (\$28), Cherokee 6 (\$40), and Seneca II (\$71).

About 30 employes belong to the club. More memberships, open to employes systemwide, are available.

Family initiation fee is \$10; dues are \$5 per month, per person.

There is no minimum or maximum amount of time that a member must fly aircraft.

Special rates for Blue Aviation ground school training are available to members.

Employes interested in joining should contact the club president, Jim Hauptert, employe development manager, San Mateo.

The average passenger trip length rose 1.5 per cent to 424.6 miles from 418.4.

Cargo ton miles increased 4.3 per cent to 2,827,300 from 2,710,900, while the tons of cargo boarded rose 2 per cent to 6,810 from 6,674.

TRAFFIC SCOREBOARD

| | April '76 | April '75 | % Change |
|----------------------|------------|------------|----------|
| Passengers | 330,877 | 285,183 | +16.0 |
| Revenue pass. miles | 140.4 mil. | 116.5 mil. | +20.5 |
| Available seat miles | 245.1 mil. | 230.4 mil. | +6.4 |
| Load factor | 57.3% | 50.5% | |
| Passenger density | 50.3 | 43.8 | +14.8 |
| Average trip miles | 424.4 | 408.4 | +3.9 |
| Charter departures | 65 | N/A | |
| seats sold | 5,725 | N/A | |
| miles flown | 40,735 | N/A | |
| Cargo ton miles | 753,668 | 679,473 | +10.9 |
| Cargo tons boarded | 1,808 | 1,647 | +9.8 |
| On-time | 88.9% | 89.9% | |
| Year-to-date | | | |
| Passengers | 1,281,698 | 1,164,892 | +10.0 |
| Revenue pass. miles | 544.2 mil. | 487.4 mil. | +11.7 |
| Available seat miles | 980.4 mil. | 933.7 mil. | +5.0 |
| Load factor | 55.5% | 52.2% | |
| Passenger density | 48.8 | 45.5 | +7.3 |
| Average trip miles | 424.6 | 418.4 | +1.5 |
| Charter departures | 162 | N/A | |
| seats sold | 14,900 | N/A | |
| miles flown | 125,727 | N/A | |
| Cargo ton miles | 2.8 mil. | 2.7 mil. | +4.3 |
| Cargo tons boarded | 6,810 | 6,674 | +2.0 |
| On-time | 83.6% | 81.9% | |



Don Wartner (center) "rose to the occasion" on May 4 as it was being announced that he was the one millionth Hughes Airwest passenger to board at San Jose since we started service there almost 30 years ago. Standing next to him is his wife, Ida. They were on their way to Mazatlan for a week to celebrate their 25th wedding anniversary. Holding the model DC-9 to be presented to Wartner is Russell V. Stephenson, marketing vice president. They were also given flight bags and cocktail chits by Mike Conroy (second from left), our district sales manager there, and received congratulations from Ward Gross, station manager. Standing to the right is a reporter from a San Jose daily newspaper covering the event. Coffee and sweet rolls were served to all passengers waiting to board the flight. The Wartners live in San Jose; he is engineering director for an electronics firm in Santa Clara.

Senior employees invited as special guests for roll-out

(Continued from front page)

Nine senior employees from major company departments have been invited to represent their colleagues on the platform. They are (with the year they joined the company in parentheses):

- Vangie Casillas, flight attendant, Phoenix (1955).
- Rowden Couk, captain, San Francisco (1945).
- Martin Doyle, stock clerk, Seattle (1948).
- John Guthmann, station agent, Las Vegas (1946).
- Olga Hakkinen, intermediate accounting clerk, San Mateo (1950).
- Jean Householder, chief telephone sales agent, Phoenix (1958).
- Floyd Long, quality control technician, San Francisco (1946).
- Marvin Meier, quality control manager (representing management), Phoenix (1941).
- Clyde Parker, dispatcher, San Francisco (1946).

Tague said that May 27 will be "a milestone for our company and reflects the confidence of the board of directors in our future.

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

Tague attributed this improvement directly to the more than 3,800 employees, whose "loyalty and dedication have propelled us to a respected and viable position in today's air transportation industry."

The second two 727s are scheduled for delivery in October and November.

The company's 32 years of service will be symbolized at the dedication ceremonies by display of the first aircraft—a Cessna Airmaster—used by Hughes Airwest's earliest forerunner.

It was first flown by Zimmerly Air Transport, June 21, 1944, on a scheduled flight between Lewiston and Boise, Idaho.

Spirit of Gamma . . .

(Continued from front page)

They included installing a new Wright GR-1820G-5 engine with a two-speed supercharger for high-altitude flying, a three-bladed constant speed propeller, three additional fuel tanks and one reserve oil tank. The airframe also was streamlined.

He made seven test flights and then waited nearly one month for proper weather conditions across the country.

Hughes took off from Union Air Terminal in Burbank on Jan. 13, 1936, with a full load of fuel—690 gallons. Gross weight was 9,550 pounds, 2,500 pounds more than its normal take-off weight.

He landed at Newark Airport, New Jersey, 9 hours, 26 minutes and 10 seconds later, to break Roscoe's transcontinental record by more than a half hour. His average air speed was 259.11 miles an hour.

Hughes' second record flying the Gamma was set on April 21, 1936, between Miami and New York in 4 hours, 21 minutes and 32 seconds, with an average speed of 276 miles an hour. He cut 40 minutes from the previous record set in 1933 by James Wedell.

The third record was established May 14, 1936, when Hughes flew the Gamma between Chicago and Burbank in 8 hours, 10 minutes and 25 seconds. The previous record was 12 hours and 45 minutes set by a TWA DC-2 passenger flight.

In recognition of these aviation achievements, Hughes was awarded the American Harmon Trophy as the world's most outstanding aviator of 1936. It was personally presented by President Franklin D. Roosevelt.

He also won the International Harmon Trophy, which had been previously awarded to Charles Lindbergh and Wiley Post.

Operations' 100 meet in Reno for annual discussions—727-200s, computers, July 1

More than 100 company operations executives from throughout the system met in Reno May 16-18 for their annual departmental conference.

It was the first major company activity in Reno since we started service there in 1946.

Executives from stations, flight operations, maintenance and engineering attended the three-day session.

Operational planning for our new Advanced 727-200 trijets, to be delivered later this year, was a major topic discussed with Boeing representatives. Other meetings were held on implementation in July of our new reservations and ticketing computer network and the start-up of nonstop Pacific Northwest-Reno and Southern California-Salt Lake City service July 1.

A civic dinner—attended by local officials and business leaders—concluded the meeting at Harrah's.

Goal to increase participation to one-quarter of work force

June drive to encourage Savings Bond payroll deductions

A systemwide U.S. Savings Bond payroll campaign will be conducted in mid-June.

Area campaign chairmen will be appointed in Phoenix, Seattle, Las Vegas, Los Angeles and San Francisco. Canvassers will contact employees in all cities.

Russell V. Stephenson, marketing vice president, is campaign chairman. Jim Haupt, employee development manager, is campaign coordinator.

Almost 400 employees—more than 10 per cent of the entire work force—now participate in the payroll savings plan. Goal of this year's campaign is to increase this to 25 per cent, according to Haupt.

July 1 schedule . . .

(Continued from front page)

traffic connecting in Seattle is expected between Reno and Vancouver and Victoria, B.C. (Pacific Western Airlines), and Fairbanks, Anchorage, Juneau and Ketchikan (Alaska Airlines).

Promotion of the new non-stop flights began May 18 with a civic dinner in Reno in connection with our annual operations department meeting there.

A pre-inaugural Portland-Seattle-Reno flight will be operated June 28-29 for press and dignitaries.

The company will hold a civic luncheon in Salt Lake City on June 1.

Salt Lake City will be featured in the June issue of *Sundancer*, our inflight magazine, and Reno will be highlighted in the July issue.

Other extensive promotions by the sales force are planned for travel agents and commercial accounts.

TRAVEL BARGAINS

The Oceano Palace on the beach in Mazatlan is extending a 50 per cent discount to Hughes Airwest employees through Dec. 15 (except during the Thanksgiving holiday). Rates per room, reflecting the discount, are \$10 for one and \$12 for two. A modified American Plan (breakfast and dinner) is available for \$10 a day per person, with a choice of three restaurants (tax and tips not included). For reservations, write: Gilberto Del Toro, P.O. Box 411, Mazatlan, Sinaloa. To check availability *only* (not for discounted reservations), call: 415-397-0235 in San Francisco; 213-462-6391 in Los Angeles; or toll-free 800-421-0767 outside California. Employee photo identification must be presented when registering.

to be presented to employees at 'shows' in nine cities

Our July 1 schedule change and a major new advertising campaign will be introduced to employees at presentations in nine cities next month.

The campaign was prepared by our advertising agency, Foote, Cone and Belding/Honig. It will break in late June, before the start-up of our Pacific Northwest-Reno and Los Angeles-Salt Lake City nonstop service.

Two television commercials have been filmed in Phoenix. One of them includes employees.

All employees and spouses are encouraged to attend one of the presentations:

Orange County—Sunday, June 6, 8:30 p.m.; Marriott Hotel, Santa Ana.

Los Angeles—Monday, June 7, 1 p.m. and 7:30 p.m.; Sheraton Hotel.

Reno—Tuesday, June 8, 8 p.m.; Pioneer Inn.

Salt Lake City—Thursday, June 10, 1:30 p.m. at the station.

San Francisco—Monday, June 14, at 12:30, 4:45 and 7:30 p.m.; Villa Hotel, San Mateo.

Portland—Tuesday, June 15, 9 p.m.; Airport Sheraton.

Seattle—Wednesday, June 16, 1 p.m. and 7:30 p.m.; Washington Plaza.

Las Vegas—Thursday, June 17, 5 p.m. and 7:30 p.m.; Sands Hotel.

Phoenix—Friday, June 18, 2 p.m., 4:45 p.m. and 7:30 p.m.; maintenance office building.

The Los Angeles presentation will be videotaped for viewing after June 15 at cities not having live presentations.

The programs will emphasize competitive aspects of the new schedule and the focus of the new advertising campaign.

Film clips of our Boeing 727 roll-out May 27 will conclude the program.

A preliminary presentation was held in Reno on May 17 at the operations department's annual meeting.

"It is hard for an empty sack to stand upright!"

S. Franklin



Take stock in America.
Buy U.S. Savings Bonds.