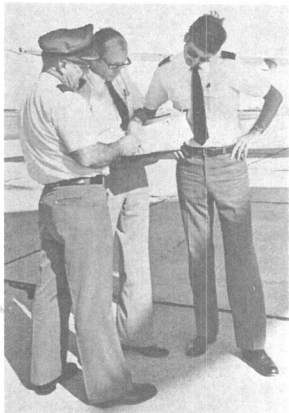


# 727 impresses first passengers



First flight crew members (from left) Charles Kinnamon, Paul Good, John Wade

University of Wyoming football team and their 'Cowboy Joes' boosters board for the charter trip to Michigan

The *Spirit of Gamma*, our first Boeing 727-200, flew its first revenue trip Friday, Sept. 17—a charter from Cheyenne, Wyo., to Lansing, Mich.

On board for the 1,047-mile flight were 153 members of the University of Wyoming football team and its booster club, the Cowboy Joes, traveling to a game with Michigan State University.

Tom Bailey, charter sales manager who was on board, said the passengers were impressed with the interior of the 727. "Their reaction to the colors and spaciousness was excellent."

The flight departed Cheyenne at 12:11 p.m. (MDT) and arrived in Lansing at 3:31 p.m. (EDT).

Crew members were: Charles Kinnamon, captain; Al Klein, flight training director, as first officer; first officer John Wade as second officer; and Paul Good, flight ground instructor, as check engineer. All are Phoenix-based.

Flight attendants were Sharon Peterson, Sandy Schneider, Esther Sterling and Dolores Wilson, Las Vegas.

Also on board was Jack Dumire, maintenance assistant district manager



Capt. Charles Kinnamon, FAA observer Bill Kane and the 727 prior to the first flight.

in Las Vegas.

The charter returned to Cheyenne following the game Saturday night. The 727 continued on to Los Angeles to fly the University of Arizona football team

and fans back to Tucson following a game with UCLA.

We had flown the Arizona group to Los Angeles on two DC-9 charters.



## Spirit of Gamma

### Employees in San Francisco and Phoenix get first-hand glimpse of their new flagship

The first of our three new Boeing 727-200s spent two busy days in the spotlight last month in San Francisco and Phoenix.

About 150 Bay Area employees, their families and friends came out on Sunday morning, Aug. 29, for a first-hand glimpse of our new flagship, the *Spirit of Gamma*.

About noon, it left on a ferry flight

to Phoenix where more than 700 walked through the Boeing's cheery interior during a 3:30-5:30 p.m. employee preview.

Acting general manager Russell V. Stephenson greeted employees at San Francisco and welcomed guests aboard the 727 in Phoenix.

The following day, about 120 travel agents and civic officials were hosted to a blue-ribbon lunch aboard the aircraft. Welcoming remarks were made by Stephenson and John Kozma, district sales manager in Phoenix.

Monday afternoon, 120 underprivileged children were taken on their first airplane ride aboard the 727 (see story inside).

### New weekend discount fare saves passengers 35 per cent

We introduced a special weekend discount Sept. 1 which is saving travelers between 24 cities about 35 per cent in air fare.

The discount is available on Saturdays and Sundays only (return during the same weekend is required) and tickets must be purchased at least two days in advance of departure.

It also is good on any Monday which is a legal holiday and Thursday through Sunday over the Thanksgiving holiday.

The fare is available on 50 selected pairings of the following cities (numbers in parentheses indicate the number of fare-available destinations for each city):

Boise (8), Burbank (2), Eugene (4), Grand Canyon (1), Idaho Falls (3), Kalamazoo (2), Klamath Falls (3), Lewiston (1), Los Angeles (10), Memphis (1), Phoenix (1), Salt Lake City (1), San Francisco (1), Tucson (1), and Wichita (1).

## 'Top Banana...' winning top marks

Our "Top Banana in the West" advertising campaign is getting top marks in airline awareness and image studies.

Survey specialists conducted telephone interviews in Seattle, Salt Lake City and Los Angeles before and after the late-June start-up of the "Top Banana..." campaign to determine awareness of Hughes Airwest among potential passengers.

Here are some of the results:

- When asked "What airline advertising do you recall having seen or heard in the past few weeks," Hughes Airwest was the second most frequently mentioned in Los Angeles in July out of nine airlines named, compared with ninth in April.

- In Seattle, we jumped from seventh to second most frequently mentioned, and in Salt Lake City we climbed to first from third.

- When asked "What do you remember about the advertising of Hughes Airwest?", our new slogan was recalled more often than the slogan of any other airline. It was recalled by 73 per cent in Los Angeles, 67 per cent in

City. No other airline slogan was recalled by more than 37 per cent.

- Our unusual advertising campaign created far more positive impressions of the airline than negative.

- Mention of Hughes Airwest as a carrier serving Las Vegas and Reno was more frequent than mention of any other airline flying to those two cities.

- Overall, awareness of cities we serve was greater than expected in the following selected, competitive markets: Los Angeles-Las Vegas/Salt Lake City, Seattle-Reno/Salt Lake City and Salt Lake City-Los Angeles/Orange County.

- Given a choice between us and other airlines, preference for Hughes Airwest rose significantly after start-up of the "Top Banana..." campaign.

- When asked to name airlines that serve their airports, a greater percentage in all three cities mentioned Hughes Airwest after the advertising start-up.

When asked why they preferred us, the greatest number in Los Angeles mentioned schedule. In Seattle, the

and courteous personnel impressed them. In Salt Lake City, more than a third mentioned our "better service".

In all three cities, a large percentage said Hughes Airwest was their preference just because they would like to "try it".

"Overall, the campaign appears to be accomplishing its awareness objectives," said Jan Soderstrom, sales programs manager.

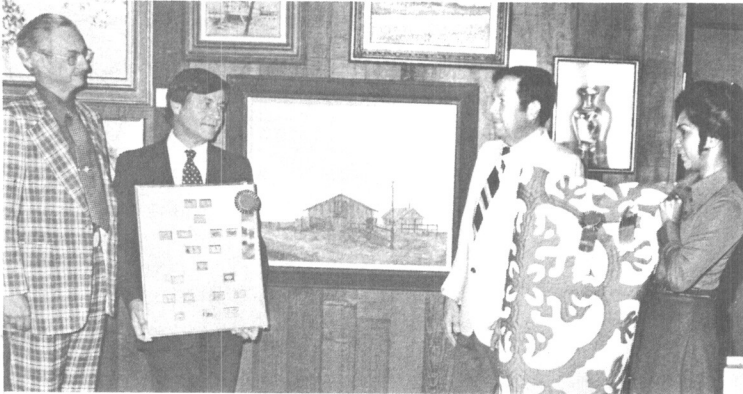
"Top Banana..." seems to be creating a desire to 'try' Hughes Airwest. This is critical to the success of the new competitive routes."

The telephone surveys were conducted in April and June—before start-up of the campaign—and in July, four weeks after it was launched. Three hundred people were surveyed during each period in each city, for a total of 2700 interviews.

The "Top Banana..." theme will continue to be used in the company's fall and winter advertising.

The campaign was developed by our advertising agency, Frank R. O'Connell & Associates, Inc., San Francisco.

## San Francisco employe art displayed



Acting general manager Russell V. Stephenson (left) was on hand to congratulate top winners (from left) Mike Wilson, Burton Dupree and Deanna Butler. Dupree's "The Barn" is on the wall to his right; Dolores Menchini's drawing is on Butler's right. (See story)

Seventy-five employes and spouses displayed 172 entries in the 1976 San Francisco Region Employees Art, Craft and Photography Show, which culminated Aug. 21 with a reception and awards presentation at international headquarters.

Judging was by artists, art patrons and professionals from outside the company.

The "Best of Show" award was won by Deanna Butler, telephone sales agent, for her original-design Hawaiian quilt.

The newly-established company "Purchase Award" went to Capt. Burton Dupree for his oil painting, "Barn". Under the purchase program, the company will buy one entry from the show each year, selected by the judges, for display at international headquarters in an employe art gallery. The gallery will be set up in the lobby of the reservations and accounting building (#2).

(A drawing by Dolores Menchini, former executive secretary in flight operations, has been selected from the 1974

show. A show was not held in 1975.)

The third major award, "Airline Theme", was won by Mike Wilson, revenue accounting director, for his collection of stamps commemorating the evolution of airplanes in the U.S.

Nearly 300 employes and guests attended the wine-and-cheese tasting reception and awards presentation. The show and event was planned and coordinated by Chris Beck, compositor in printing and office services.

Following are the first, second and third place winners (in that order) by category (40 honorable mentions also were awarded):

### Sculpture & Ceramics

Carol Raymond, clerk-typist, regulatory affairs; Susan Harshbarger, intermediate revenue accounting clerk; Dorothy Cauthen, junior revenue accounting clerk.

### Painting

Harriet Chiochios, intermediate revenue accounting clerk; Burton Dupree, captain; Adine McGill, wife of Jim McGill, station training specialist.

### Drawing

Burton Dupree, captain; Marlene McLachlan, aircraft router; Chet Chester, telephone sales agent.

### Needlepoint & Embroidery

Anett Croeni, junior revenue accounting clerk; Judith Larson, wife of Jim Larson, press operator; Cynthia Knauber, wife of Robert Knauber, station agent (San Jose).

### Woodwork

Gary Hjelt, assistant dispatcher; Jack Van Lonkhuysen, chief ticket agent, Rich Corbell, assistant dispatcher.

### Needlework

Deanna Butler, telephone sales agent; Judi Lozada, intermediate revenue accounting clerk; Lauraine DeLoura, wife of Tony DeLoura, mail & distribution supervisor.

### Handicraft

Charla Meyer, intermediate general accounting clerk; Bruce Knechtel, mail clerk; Debra Day, junior revenue accounting clerk.

**Plants, Planters & Flower Arrangements**  
Mary Lou Odom, wife of Gordy Odom, printing cameraman; Carol Domingo, telephone sales agent; Mary K. Wilson, wife of Mike Wilson, revenue accounting director.

### Photography

Sigrid White, telephone sales agent; Michael Hemon, station agent (Fresno); John Pascone, buyer, purchasing.

### Miscellaneous

Bob Peusch, dispatcher; Mary K. Wilson, wife of Mike Wilson, revenue accounting director; Judi Lozada, intermediate revenue accounting clerk.

## Capps and Mickelson in World Golf Tourney

Hughes Airwest will be represented by Phoenix first officer Gary Capps and Las Vegas captain Phil Mickelson Oct. 27-29 in the World Airline Golf Tournament at Hilton Head Island, South Carolina.

The two were selected at a two-day elimination tournament in late July. Runners-up and alternates for the World Tournament are Bill Finch, Phoenix station agent, and Uel Carter, Los Angeles station agent.

Fourteen employes participated in the elimination tournament.

Those placing first and second in Employee Club-sponsored golf meets qualify for the annual elimination tournament. Those wishing to receive announcements of the meets during the coming year should send their name to Mickelson, flight department, Las Vegas.

## Flight attendants place ahead of four in tennis

The Hughes Airwest flight attendant tennis team advanced from last place standing in 1975 to eighth place this year in the International Stewardess Tournament Aug. 23-27 in Austin, Tex.

Twelve airlines participated.

Members of the team were Linda Hilbert, Phoenix, and Willa Polk-Morris, Donna Shaw, Marti Marshall, Linda Collins and Alice Herdman (coach), San Francisco.

The American Airlines team placed first with 34 points. Hughes Airwest with 12 points (compared to two last year) placed ahead of Braniff, Allegheny, Western and Alaska.

Herdman said the team is looking forward to "another big improvement" next year.

## WE GET LETTERS . . .

*A note to Donna Blanchette, Terry Dalton and Bridgette Rose, flight attendants, Las Vegas:* ". . . Hughes Airwest is very lucky to have employees like the three of you."

*From a frequent flier who telephoned the company about Penny Masterson, telephone sales agent, Phoenix:* He said that his secretary had never had such courteous, efficient service from an airline telephone sales agent.

*From a couple who had the same flight attendants on both flights of a roundtrip (Jane Knoll, Eloise Mansfield and Sandra Tuel, Las Vegas):* "We have never encountered such a wonderful crew. They were the nicest we have ever met . . ."

*About Carol Schultz, chief ticket agent, and Markie Lynch, ground hostess, Phoenix:* ". . . they established excellent public contact and good rapport for Hughes Airwest . . ."

*From a Las Vegas-San Jose passenger:* ". . . I was quite impressed with the professionalism and courtesy which the flight attendants showed in their service (Linda Eck, Mary Stewart and Carrie Visser, Phoenix). I am looking forward to flying Hughes Airwest at my next opportunity."

*From a passenger who missed his flight:* Joe Wilson, ticket agent, Los Angeles, "went out of his way to reassure us that we would be on the next flight and that our luggage would be safe . . . a perfect trip and most courteous employees."

*From a Los Angeles-Spokane passenger:* ". . . what quality people you have in your employ, from those serving me at the airport to all of the flight attendants (Judy Krueger, Candy Sauder and Marge Marques,

Las Vegas) . . . You can consider our clan your customers over the competitor for good."

*From a Colorado passenger:* David Jensen, chief station agent, Salt Lake City, "was able to help me straighten out a misconnect involving another airline and, in particular, he helped me get a refund I was not aware was available . . . an interest to an extent not ordinarily encountered. He represents your company well."

*From an Oregon couple:* "We have traveled on many airlines, but never have found such hospitality, courtesy and employes so willing to help, from the ticket agents to all personnel; the services we received excelled beyond any words . . ."

*From a Spokane-Orange County passenger:* Vicinicia Grassi, flight attendant, Las Vegas, "was very conscientious, competent and sincere. I appreciated the way she helped several children traveling alone. She went out of her way to help passengers enjoy the flight."

*From a passenger whose company "accidentally" booked him on Hughes Airwest (San Francisco-Los Angeles) instead of the airline he usually flew:* "Through the efforts of your San Francisco staff and flight attendants, my crowded and taxing schedule was made considerably easier. I would especially like to commend Cathy Dollarhide, Jane Emerick and Jacqueline Lucas (flight attendants, San Francisco) for their kindness, courtesy and assistance . . . thank you for the change."

*From a passenger who became ill in Mexico:* "At Guadalajara Airport, Hughes Airwest people really took over . . . great young people wheelchaired me to the airplane, carried me on and to and from restrooms.

Flight attendants (Toma Bemis, Grace Van Lonkhuysen and Sarah Nelson, San Francisco) were generous with pillows, blankets and kind words. They even made going through customs in Tucson bearable . . ."

*From a passenger with some cartoons he drew on-board and presented to flight attendants Christine Koplos-Stroh, Marcia Tallent-Bennis and Cindy Smith, San Francisco:* "Here's to all of you; you're the cat's meow. Thanks for a good flight."

*Comment from a Los Angeles travel agent:* Ron Carlson and Ann McKenna, telephone sales agents, Los Angeles, are very patient and helpful . . . definitely an asset to Hughes Airwest.

*From a tennis professional:* "Those flight attendants (Kathleen Cutler, Deborah Hoverson and Lynn Yonemoto, Seattle) were the finest I've encountered and I fly everywhere . . . With service such as this, is there any other airline?"

*From a transcontinental charter passenger:* "These people should be commended for a job well done. They were more than courteous, efficient, helpful and made me feel comfortable and relaxed throughout the entire day." (Passenger named: Gene Swarner, captain, Richard Merrell, first officer, and Jewel Walden, flight attendant, Las Vegas; flight attendants Patricia Eala, San Francisco, and Ida Gomez-Llanos, Phoenix; and Craig Lehmann, charter representative, San Mateo.)

*Notes from a passenger who flies frequently between Santa Barbara and Las Vegas:* Twila Owens "is most friendly and relaxing" . . . "May I bring to your attention the efficiency and friendliness of Priscilla Lau" (flight attendant, San Francisco).

*From a German tourist who flew on us to Mazatlan:* San Francisco flight attendants Eve Ackley, Alice Herdman and Alejandra Ramos "were super friendly, efficient and made my flight an enjoyable experience. I congratulate Hughes Airwest for such fine employees."

*From a travel agent about flight attendants Tina Kratzer, Pam Marson and Debbie Regello, Seattle:* ". . . Your cabin crews are usually above average, but these three are outstanding . . ."

*From a large corporation which frequently ships material:* "I would like to thank Hughes Airwest for the excellent service we are receiving from your Tucson terminal. We have quite a problem getting our materials to the airport in time for the flight, but thanks to extra service from your people, we have been able to have excellent coordination . . ."

*From a Utah passenger about Phoenix flight attendant Susan Matson:* ". . . She was so pleasant and considerate. She made that flight a 'high light' experience in flying for me."

*From a frequent flier:* Seattle flight attendant Robin VanAuvre "is the 'best'."

*Comments following a roundtrip to Guadalajara with San Francisco flight attendants Lydia Apodaca, Bonnie Starr, Patty Zekas, Claire Alcazar, Sarah Nelson and Grace VonLonkhuysen:* "Everybody was so kind and helpful on our trip; we were all so nervous, but they made it a very enjoyable trip. Thanks to all. It was my first plane ride; also my mother's, who is 79 and blind. She hopes to make the trip again in December. It was my brother's first plane ride since WW II as a tail gunner. The food was delicious and plenty of it."

# 727 passes 'supreme' test — 120 youngsters

## Editor's note

On Monday, Aug. 30, 120 underprivileged youngsters from the Phoenix area, ages 8-14, took a ride aboard our first Boeing 727-200 flagship, the Spirit of Gamma.

The crew was comprised of captain Al Klein, first officer Dick Bennett and second officer Roger Bloom, all of Phoenix. Flight attendants were Las Vegas-based Krista Haines, Kathy Collins, Mollie Boyle, Wendy Koreyasu and Virginia Koch.

The children, invited through the cooperation of the Phoenix Junior Chamber of Commerce, were from the following organizations in the Phoenix area: the Salvation Army Youth Center, Boys' Club of Phoenix, Catholic Social Services, Valley Big Brothers, Valley Big Sisters, Guadalupe Youth Center, Gompers Rehabilitation Center and three Leap Centers.

Following is a report of the half-hour flight.

"I think it can, I think it can, I think it can."

The rhythmic chanting of the children, led by flight attendant Virginia Koch, picked up tempo as Hughes Airwest's new 727 roared down the run-



way and became airborne.

"I knew it could, I knew it could, I knew it could," they yelled in unison.

They had arrived at Sky Harbor International Airport on buses and in no time located the candy machine, water fountain and bathroom.

Wearing chaperones were hard pressed keeping them corralled.

When boarding time neared, the

pack crowded against the fence. They erupted through the gate and swarmed toward the jet.

TV news cameras whirred everywhere.

Onboard, the cabin exploded into pandemonium.

Lucky ones got windows. Seat belts were buckled tight by the flight attendants.

"Aw heck, do we hafta?"

Those strapped in seats away from windows flailed like lassoed calves and craned toward the windows.

Wide-eyed faces peered outside and sticky fingers pointed excitedly to familiar landmarks 14,000 feet below.

"Hey look, there's Camelback . . . and our school." "Boy, are we up high!"

A pigtailed girl discovered to her delight that she could get a glass of water just by asking for it. It spread. Ecstasy! Kids began heading for the bathroom.

Seats constantly moved back and forth and groping fingers probed seat pockets and explored the depths of ashtrays.

"How fast we goin', mister?," a boy asked.

"About 575 miles an hour. Pretty fast, huh?"

"Wow!" And he turned to relay this privileged information proudly to his chum.

Whoops! The jet hit an air pocket.

"Ooo!" "Aaah!" "Wheel!"

Small hands tightly gripped arm rests for dear life. Momentary surprise soon dissolved into ear-to-ear grins. A tear quickly disappeared.

"That was kinda fun! Let's do it again."

A sandy-haired boy, lucky enough to have captured a window, rested his small shoulder against it. After a while, his eyelids drooped.

One youngster didn't see anything except the inside of a white bag. Fortunately for the new upholstery—and the nervous flight attendant hovering nearby—it was never needed.

The descent produced a flurry of new apprehension as the ground moved steadily closer.

Cheers and applause filled the cabin when the wheels finally touched down—very, very gently. Apprehension disappeared.

Balloons, kiddie Fun Packs and a photograph of the 727 on special first-flight certificates were given out.

As they gathered in front of the jet for a group photo, the smiling crew walked down the stairs.

Many of the kids, now determined more than ever to become pilots or flight attendants, struggled to stand next to their bigger-than-life heroes.

Then, the 120 little "veteran" fliers walked slowly toward the waiting buses.

Everyone was happy.

And the Spirit of Gamma had passed a supreme test with flying colors.



The day before the children's flight, about 800 employees, their families and friends visited the 727 in San Francisco and Proenix (above). See story on page 1.

**WELCOME ABOARD**

John Richardson, Richard Ames, Glen Ottonen, Gerald Johnson, James Douglass, Noel Baker and David Trousdale, first officers, Phoenix. Richard Moynihan, Gordon Gibson, John Cosgrave and Vaughn Bridges, second officers, Las Vegas. Darcy Meyer, Deborah Kockos, Janet Rooks, Adrian Lacy and Barbara Jerstad, telephone sales agents, San Francisco. David Collins, station agent, Burbank, Thomas Lynch, cleaner,

Las Vegas. Linda Herren and Kathleen McGuffin, transcription operators, San Francisco. Doris Messina, reservations ticketing assistant manager, San Francisco. David Cralle, sales representative, Los Angeles. Marvin Smith, overseas maintenance representative, Mauritania

**PROMOTIONS**

Jerry Stiles to lead technician, Las Vegas. Neva Ruder and Billi Goforth to chief station agents, Los Angeles. James Jones to chief telephone sales agent, Phoenix. Ann Sheppard and Peter Pitrone to senior programmers, Phoenix. Jimmy Murphy to program analyst, Phoenix. James Reilly to sales representative, Los Angeles. Beverly Boyle to central reservations services manager, San Francisco. Beverly Grear to reservations inventory control assistant manager, San Francisco. San Francisco Credit Union: Jan Lindner to manager.

**RETIREMENTS**

William Baughman, captain, Phoenix, after 25 years with the company. He joined Bonanza in April 1951. Previously, he was manager and chief pilot for airlines in Utah, a co-pilot for National Airlines and an airline in Wyoming, and served in the U.S. Army.

Correction: Leonard Hall, Phoenix lead ground equipment technician who is retiring after 24 years with the company, joined Southwest/Pacific in 1952, not Bonanza as reported last month.

**Systemwide data processing operation**

**Heap named MIS senior director; Knutsen promoted to director; Bradshaw to manager**



Heap



Knutsen

Bradley J. Heap, 33, has been promoted to senior director of management information services (MIS).

He is based in Phoenix, where he supervises 73 employees responsible for the systemwide data processing operation. Heap joined us in 1971 as market research systems director. Three years later he was named research and development director. He has been acting MIS director for the past 10 months.

He began his aviation career in 1966 with Douglas Aircraft Co. in Long Beach, after graduating from California State University at Long Beach (CSULB) with a bachelor's degree in mathematics.

In 1969 he earned a master's degree in business administration at CSULB, specializing in operations research and statistics.

David E. Knutsen has been promoted from manager to director of MIS systems design and programming in Phoenix.

He joined the company (Bonanza) in 1967 as a first officer. In 1968, he became a DC-9 project engineer and in 1971 he was named computer systems designer. He has been manager since 1973.

Before joining the company, Knutsen, 46, was a service engineer for Boeing Aircraft Co., and an aircraft systems engineer and first officer for American Airlines.

He received his bachelor's degree in mechanical engineering in 1952 from North Dakota State University and has done graduate study in management at Oklahoma State University, University of Tulsa and Arizona State University.

He is a member of the American Institute of Aeronautics and Astronautics and the Association for System Management and a major in the U.S. Air Force Reserve. He served in the Air Force in Korea in 1953-57.

Theodore (Ted) P. Bradshaw has been promoted to data processing manager, responsible for operation and maintenance of computer and support equipment in Phoenix and San Mateo.

He had been a program analyst for the past two years. He joined the company as a senior programmer in 1972.

Bradshaw, 42, attended Ohio and Arizona State Universities. He served in the U.S. Army in Europe in 1954-56.

Before joining Hughes Airwest, he worked as a programmer analyst for Motorola, Valley National Bank and U-Haul Corp., and was a director at Rockland Institute, a Phoenix data processing school.

**SERVICE ANNIVERSARIES**

**THIRTY YEARS**

PHOENIX—Lawrence Schmitz, captain. Wilbur Bonds, maintenance assistant district manager. SAN FRANCISCO—George Huber and Walter Vane, dispatchers. John Stevenson, check dispatcher. LAS VEGAS—George Martin, captain. John Guthmann, station agent. SEATTLE—James Hale and Leonard Hipp, captains. Harold Priest, lead technician.

**TWENTY-FIVE YEARS**

LAS VEGAS—Robert Pirisky, lead technician. SAN FRANCISCO—Nickie Nick, stations regional manager. PHOENIX—William Feringer, captain.

**TWENTY YEARS**

IDAHO FALLS—Richard Slavik, station manager. LAS VEGAS—Dominick Marielli, station agent. Carl Mauck, captain. PHOENIX—Warren Clabuesch, instruments and avionics services technician. Eugene Stover, captain.

**FIFTEEN YEARS**

REDDING—Ernest Johnson, chief station agent. ONTARIO—Roger Hudlow, station agent. SANTA ANA—Leon Serr, station agent. SALT LAKE CITY—Gary Bennett, station agent. PHOENIX—George Neverline, station agent. Tommie Jones, stock clerk. Gary Anderson, quality control technician. Firmin VanGaveren, ground equipment technician. LAS VEGAS—Sandra Tuel, flight attendant. SEATTLE—Norma Hornli, telephone sales agent. SAN FRANCISCO—Kathy Howe, manual services manager.

**TEN YEARS**

LAS VEGAS—Gordon Maiden, David Caton, Frederick Franke and Joseph Bourque, station agents. ONTARIO—Larry Kruijac, station agent. ENGINE—Craig Burgess, station agent. TUCSON—William Pagel, station agent. BOISE—Michael Squier, station agent. SALT LAKE CITY—Hal Hullinger, ticket agent. SAN JOSE—Robert Knauber, station agent. PORTLAND—James Wahl, station agent. SEATTLE—Gordon Jaquish and Robert Bernier, station agents. Douglas Dyche, chief station agent. LOS ANGELES—Kenneth Kirsch and Russell Groshong, station agents. Roosevelt Hobbs, ticket agent. Dana Riggs, technician. PHOENIX—Dale Morgan, station agent. Samuel Priddis, component overhaul technician. Robert Calvert, technician. Leota Griffin, intermediate clerk, inventory control. SAN FRANCISCO—Gary Hess, stock clerk. Irwin Swan, cleaner. Joan Lardelli, flight attendant. Margaret Thompson, Gloria McKinley and Susan Spranza, telephone sales agents. Stan Goc, inflight service performance system manager. Al Cuneo, budgets director.

**FIVE YEARS**

PHOENIX—Dottie Stein, secretary, labor relations. SAN FRANCISCO—Hedy Hughes, executive secretary, marketing. Russell V. Stephenson, acting general manager and marketing vice president.

**IN MEMORIAM**

Elmer N. Frestedt, father of Lowry Frestedt, avionics technician, Phoenix, Aug. 23. Charlotte Peerenboom, mother of Leroy Peerenboom, station agent, Monterey, Aug. 28.

Howard Stevens, father of Stevi Oakley, executive secretary, operations, San Francisco, Aug. 31.

Donald E. Emboden, father of Jan Scott, telephone sales agent, San Francisco, Sept. 4.

Carl W. Greenwood, father of Varl Greenwood, lead technician, Seattle, Sept. 14. Lily Stephenson, mother of Russell V. Stephenson, acting general manager and marketing vice president, San Francisco, Sept. 19.

**Idaho Falls, Redding, Santa Ana report records**

**August: record number of passengers fly more than 150 million miles**

The total distance flown by Hughes Airwest's passengers in one month surpassed the 150-million-mile mark for the first time in August.

The new record for revenue passenger miles (RPMs) is 154,452,200, up 8.1 per cent from 142,833,800 in August 1975. The previous RPM record was 149,940,700 set in December 1975.

Passenger boardings totaled 381,751 at the airline's 55 cities to also establish a new monthly record. This is 7.1 per cent more than the 356,505 passengers in August 1975—the previous record month.

Density (the average number of passengers flying per mile) edged upward about 1 per cent to 49.9 passengers from 49.5, while the systemwide load

factor (the average number of seats filled) dipped to 56.4 per cent from 57.7.

The number of available seat miles was increased 10.6 per cent to 273,760,600 from 247,425,500.

The length of the average passenger journey extended 1 per cent to 404.6 miles from 400.7.

Cargo ton miles logged during the month increased 4.6 per cent to 723,468 from 691,916, while the tons of cargo boarded dipped 2.9 per cent to 1,706 from 1,757.

**Year-to-date**

Boardings climbed 9.5 per cent and revenue passenger miles rose 10.2 per cent during the first eight months of

this year compared with the same period in 1975.

Passenger boardings totaled 2,676,802, versus 2,445,552 a year ago. RPMs were 1,094,807,700, compared with 993,441,700.

Density increased 5.9 per cent to 48.3 passengers from 45.6, while the average load factor advanced to 54.8 per cent from 52.6.

Available seat miles were boosted 5.9 per cent to 1,997,561,700 from 1,886,987,900.

The average passenger journey gained about 1 per cent to 409 miles from 406.2.

Cargo ton miles rose 5.2 per cent to 5,759,000 from 5,476,800, while the tons of cargo boarded increased 2.2 per cent to 13,779 from 13,487.

**Station records**

Three stations reported that they set all-time records in August.

Idaho Falls boarded a record 2,162 passengers last month, compared to their previous record of 2,147 in June of this year. They have boarded more than 2,000 passengers per month for three consecutive months for the first time (June-Aug.).

Redding boarded 3,696 passengers, compared to their previous high of 3,569 in June 1976.

In Santa Ana, 21,942 were boarded last month, compared to the previous record of 19,959 in August 1975.

**TRAFFIC SCOREBOARD**

**FINANCIAL RESULTS**

	Aug. '76*	Aug. '75*
Operating revenue—scheduled	18,243	16,339
—charter	385	N/A
Operating expense—scheduled	16,548	14,550
—charter	276	N/A
Operating earnings	1,804	1,789
Non-operating earnings (loss)	(306)	(365)
Provision for taxes	767	—
Net earnings	731	1,424
<b>Year-to-date*</b>		
Operating revenue—scheduled	130,110	111,328
—charter	1,762	N/A
Operating expense—scheduled	126,280	111,046
—charter	1,401	N/A
Operating earnings	4,191	282
Non-operating earnings (loss)	(1,859)	(1,513)
Provision for taxes	1,194	(52)
Net earnings (loss)	1,138	(1,179)

	Aug. '76	Aug. '75	% Change
Passengers	381,751	356,505	+ 7.1
Revenue pass. miles	154.5 mil.	142.8 mil.	+ 8.1
Available seat miles	273.8 mil.	247.4 mil.	+10.6
Load factor	56.4%	57.7%	
Passenger density	49.9	49.5	+ 0.8
Average trip miles	404.6	400.7	+ 1.0
Charter passengers	10,042	N/A	
Charter miles flown	67,530	N/A	
Cargo ton miles	723,468	691,916	+ 4.6
Cargo tons boarded	1,706	1,757	- 2.9
On-time	84.6%	87.7%	
<b>Year-to-date</b>			
Passengers	2,676,802	2,445,552	+ 9.5
Revenue pass. miles	1,095 bil.	993.4 mil.	+10.2
Available seat miles	1,998 bil.	1,887 bil.	+ 5.9
Load factor	54.8%	52.6%	
Passenger density	48.3	45.6	+ 5.9
Average trip miles	409.0	406.2	+ 0.7
Charter passengers	45,518	N/A	
Charter miles flown	309,178	N/A	
Cargo ton miles	5.78 mil.	5.48 mil.	+ 5.2
Cargo tons boarded	13,779	13,487	+ 2.2
On-time	85.9%	86.1%	



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

\*All data in thousands (add 000).



**Editor's note**

On Monday, Aug. 30, 120 underprivileged youngsters from the Phoenix area, ages 8-14, took a ride aboard our first Boeing 727-200 flagship, the Spirit of Gamma.

The crew was comprised of captain Al Klein, first officer Dick Bennett and second officer Roger Bloom, all of Phoenix. Flight attendants were Las Vegas-based Krista Haines, Kathy Collins, Mollie Boyle, Wendy Koreyasu and Virginia Koch.

The children, invited through the cooperation of the Phoenix Junior Chamber of Commerce, were from the following organizations in the Phoenix area: the Salvation Army Youth Center, Boys' Club of Phoenix, Catholic Social Services, Valley Big Brothers, Valley Big Sisters, Guadalupe Youth Center, Gompers Rehabilitation Center and three Leap Centers.

Following is a report of the half-hour flight.

"I think it can, I think it can, I think it can."

The rhythmic chanting of the children, led by flight attendant Virginia Koch, picked up tempo as Hughes Airwest's new 727 roared down the run-



way and became airborne. "I knew it could, I knew it could, I knew it could," they yelled in unison.

They had arrived at Sky Harbor International Airport on buses and in no time located the candy machine, water fountain and bathroom.

Wearing chaperones were hard pressed keeping them corralled.

When boarding time neared, the

pack crowded against the fence. They erupted through the gate and swarmed toward the jet.

TV news cameras whirred everywhere.

Onboard, the cabin exploded into pandemonium.

Lucky ones got windows. Seat belts were buckled tight by the flight attendants.

"Aw heck, do we hafta?"

Those strapped in seats away from windows flailed like lassoed calves and craned toward the windows.

Wide-eyed faces peered outside and sticky fingers pointed excitedly to familiar landmarks 14,000 feet below.

"Hey look, there's Camelback . . . and our school." "Boy, are we up high!"

A pigtailed girl discovered to her delight that she could get a glass of water just by asking for it. It spread. Ecstasy! Kids began heading for the bathroom.

Seats constantly moved back and forth and groping fingers probed seat pockets and explored the depths of ashtrays.

"How fast we goin', mister?," a boy asked.

"About 575 miles an hour. Pretty fast, huh?"

"Wow!" And he turned to relay this privileged information proudly to his chum.

Whoops! The jet hit an air pocket.

"Ooo!" "Aaah!" "Whee!"

Small hands tightly gripped arm rests for dear life. Momentary surprise soon dissolved into ear-to-ear grins. A tear quickly disappeared.

"That was kinda fun! Let's do it again."

A sandy-haired boy, lucky enough to have captured a window, rested his small shoulder against it. After a while, his eyelids drooped.

One youngster didn't see anything except the inside of a white bag. Fortunately for the new upholstery—and the nervous flight attendant hovering nearby—it was never needed.

The descent produced a flurry of new apprehension as the ground moved steadily closer.

Cheers and applause filled the cabin when the wheels finally touched down—very, very gently. Apprehension disappeared.

Balloons, kiddie Fun Packs and a photograph of the 727 on special first-flight certificates were given out.

As they gathered in front of the jet for a group photo, the smiling crew walked down the stairs.

Many of the kids, now determined more than ever to become pilots or flight attendants, struggled to stand next to their bigger-than-life heroes.

Then, the 120 little "veteran" fliers walked slowly toward the waiting buses.

Everyone was happy.

And the Spirit of Gamma had passed a supreme test with flying colors.



The day before the children's flight, about 800 employees, their families and friends visited the 727 in San Francisco and Phoenix (above). See story on page 1.



**Edward Sulphen** (center), engine shop supervisor, and **Marvin Meier** (left), quality control manager, Phoenix, are congratulated by Russell V. Stephenson, acting general manager, for having completed 35 years with the company. Looking on are Sulphen's wife, Diana, and Edwin N. Altman, operations vice president. Meier joined Southwest Airways in Sept. 1941 and Sulphen joined it in Nov. 1941, when it was a military flight training school in Arizona. They are our two most senior employees.

## Sherwood named future schedules director in planning

Robert P. Sherwood, a 28-year veteran of the aviation industry, has been named director of future schedules in the planning department. He had been acting crew and schedule planning director since early this year.

His new duties include preparation of future flight schedules, including phase-in of new flight equipment and service over new routes, and projection of levels of flight activity as a basis for budgeting.



**Sherwood**

Before joining the planning department, he was marketing planning manager. He joined the company in 1973 as sales analysis manager.

Sherwood, 56, worked for Mohawk Airlines for 23 years, starting as a dispatcher in 1948. Later he was a chief dispatcher, assistant to the operations vice president, schedule and economic planning director, regulatory affairs director, and regulatory affairs assistant vice president. He was an aviation consultant immediately before joining Hughes Airwest.

He attended Hofstra College in New York and received a bachelor's degree from New York University. He served as an officer in the U.S. Armed Forces in the Middle East in 1942-45.

## Shirley Ward—new employment manager

Shirley A. Ward has joined the company as employment manager.

She has been assistant personnel administrator at Rice University in Houston, Texas, since 1969. Before that, she worked in personnel at Foley's department store there.

Ward received her bachelor's and master's degrees in sociology from Texas Tech University in Lubbock in 1966-67.

She is a member of the American Society for Personnel Administration and served as its district director in southeast Texas. She also was vice president, treasurer and secretary of the Houston Personnel Association and secretary-treasurer of the southwest U.S. region of the College and University Personnel Association, of which she was chairman of the south Texas chapter.

Sixty-nine employees who have amassed 1,960 years with the company were honored Sept. 18 in Las Vegas.

They celebrated completion of 25, 30 or 35 years with Hughes Airwest and its predecessors this year.

Honoring them and presenting pins and certificates were: Russell V. Stephenson, acting general manager; Edwin N. Altman, operations vice president; and staff vice presidents Kip Wharton, stations and traffic, Bill Drechsler, maintenance and engineering, and George Locke, flight operations.

## Public relations

### Pitt promoted to staff v.p.

Lee Pitt has been named staff vice president of public relations.

He joined the airline in 1970 as public relations director and three years later was promoted to senior director. Most recently he was executive assistant to the general manager.

Before that, he was affiliated with the public relations firm of Carl Byoir & Associates, Inc., and headed the aerospace department of the Los Angeles Area Chamber of Commerce.

Before the chamber, he worked in various editorial positions with the Los Angeles Mirror-News, Houston Press, New York World Telegram & Sun and the Guam Daily News in the Mariana Islands.

Pitt is a member of the Overseas Press Club of America, the Aviation/Space Writers Association and Sigma Delta Chi journalism fraternity.

He holds degrees from the University of Missouri School of Journalism, Northwestern University's graduate institute for radio and television, and Harvard Graduate School of Business advanced management program.



**Pitt**

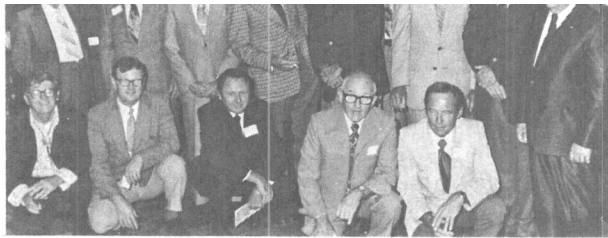
## Lincoln Au joins company as cargo, charter tariffs manager

Lincoln D. Au has joined the company as tariffs manager in the planning department, with primary responsibility for cargo and charter tariffs.

Previously he was traffic and sales procedures manager with Air Siam in Los Angeles. He was tariff systems manager for Pan Am in New York in 1968-75 and tariffs manager with Cathay Pacific Airways in Hong Kong in 1960-68.

Au, 52, started his career in 1945 as a civilian air freight supervisor with the U.S. Air Force in Shanghai. Later, he was traffic manager and ground services manager for the Civil Air Transport in China, Japan and Taiwan, and worked in reservations with Cathay Pacific in Hong Kong.

He received a bachelor's degree in economics in 1945 from St. John's University in Shanghai.



Employees honored for 30 years with the company are (standing, from left): **Robert Cansdale**, captain, Seattle; **Charles Craig**, captain, San Francisco; **John Bridwell**, captain, Seattle; **Gene Fisher**, maintenance assistant district manager, Seattle; **Floyd Long**, quality control technician, San Francisco; **Wilbur Bonds**, maintenance assistant district manager, Phoenix; **Bob Walton**, captain, San Francisco; **Cliff Magnuson**, flight control manager, San Mateo; **Fred Merha**, captain, Phoenix; **Joe Buskirk** and **Jim Hale**, captains, Seattle; **Bill Hughes**, regional flight director, San Francisco; **George Huber**, dispatcher, San Mateo; **Myron Reynolds**, regional flight director, Phoenix; **Bill Hall**, flight coordinator, San Mateo; and **Wayne Kennedy**, station agent, Salt Lake City.

Kneeling are (from left): **Charles Hyer**, lead component overhaul technician, Phoenix; **Nathan Stork** and **Arnold Carow**, captains, San Francisco; **John Guthmann**, station agent, Las Vegas; and **Lewis Gruber**, captain, Phoenix.

Other employees who joined the company in 1946 (not pictured) are: **Walter Vane** and **Clyde Parker**, dispatchers, San Mateo; **Harold Priest**, lead technician, Seattle; **Clifton Mitchell**, lead technician, San Francisco; **Lester Grace**, lead engine technician, Phoenix; **Joe Jobe**, **David Bath**, **Leonard Hipp**, **Russell Stanley**, **Richard Kneidl**, **Dennis Smitanich** and **George Castle**, captains, Seattle. **Lawrence Schmitz** and **Jack Gladney**, captains, Phoenix; **George Martin**, **Wernil Haas** and **Richard Hall**, captains, Las Vegas; **Tom Flickinger**, **Jack Cromer** and **Earl Spencer**, captains, San Francisco; **John Stevenson**, check captain, San Francisco; and **Pat O'Grady**, check captain, Seattle.



The 25-year honorees, joined by a 35- and a 30-year employee, are (standing, from left): **Edward Sulphen** (35 years), engine shop supervisor, Phoenix; **Charles Hyer** (30 years), lead component overhaul technician, Phoenix; **Bill Baughman**, captain, Phoenix; **Harold Fitzsimmons** and **Melvin Silvera**, captains, San Francisco; **Nickie Nick**, stations regional manager, San Mateo; **Sam Brose**, **John Dotson**, **Leo Olbu** and **Bert Snider**, captains, Seattle; **Donald Haynes**, lead technician, Spokane; and **Jim Ardy**, captain, Phoenix.

Kneeling are (from left): **Bill Feringer**, captain, Phoenix; **Robert McNeely**, production analyst, Phoenix; **Bob Walker**, maintenance director, Phoenix; **Ward Gross**, station manager, San Jose; **Robert Price**, station agent, Kalispell; and **Vern Dicken**, captain, Phoenix.

Other employees who joined the company in 1951 (not pictured) are: **William Lord** and **Charles Long**, captains, Seattle; **Daniel Murphy**, captain, Las Vegas; **Paul Peyron**, maintenance district manager, Seattle; **Robert Pirisky**, lead technician, Las Vegas; **Otto Wechsel**, lead instruments and avionics services technician, Phoenix; **Stanley Stewart**, chief station agent, Portland; and **Glenn Woods**, station manager, Reno.

## Company argues that economical southern tier service requires combination of traffic flows

### Editor's Note

On July 26, we filed an application with the CAB proposing to extend our system to seven "southern tier" cities, as reported in the August issue of this publication.

At that time, we suggested that that application could be consolidated with our Las Vegas-Dallas/Fort Worth application pending before the board as part of the Nonstop Service Investigation for the route.

On Aug. 23, the board's Bureau of Operating Rights opposed any such expansion of the investigation.

Following is an article, reprinted from Airline Reports, an independent publication covering CAB activities. It summarizes Hughes Airwest's arguments in support of an area proceeding, under which our "southern tier" proposal would have been considered as part of the on-going investigation.

The opposition of CAB's Bureau of Operating Rights (BOR) to an expansion of the Las Vegas-Dallas Fort Worth case was particularly emphatic with respect to Hughes Airwest's argument in favor of area-type cases.

In essence, it pits BOR's limited-staff, more-easily-manageable position against an airline's belief that the combination of traffic flows over various segments is essential for service improvements in markets that otherwise might not qualify for such improvements when viewed in isolation.

The Hughes Airwest argument goes like this: The carrier had underway "in

the final stages of preparation," an area proposal to extend its system via the Las Vegas, Phoenix and Tucson gateways to eight cities along the southern tier of the country when CAB unveiled the single-segment Dallas-Las Vegas case. As a result, Hughes Airwest said it had to change its application to segregate the segment application from its area proposal.

In its petition that BOR now "vigorously opposes," Hughes Airwest is asking CAB to consolidate its area application with that involved in the Dallas-Las Vegas case. "The markets at (Continued on back page, col. 1)

Hughes Airwest is busting out of its bindings this winter with special tours, discount fares and charter flights to some of the best skiing in the West.

Thirteen different packages to more than 20 popular resorts in six states and Canada are featured in our new "Ski Jumps" program for the 1976-77 season.

Discount air fares from selected cities, including special group and weekend-only bargains, will cut up to 33 per cent off the regular rate when purchased along with a package.

Special ski charters to Twin Falls, gateway to famed Sun Valley, will be increased up to 250 per cent over last season. This year 59 round-trip charters are planned from San Francisco and Los Angeles, compared with only 17 operated last year.

The other ski resorts featured this season are served through Salt Lake City, Kalispell, Calgary, Edmonton, Boise, Redmond/Bend and Reno, gateway to slopes dotting both the California and Nevada sides of Lake Tahoe.

#### Salt Lake City

Salt Lake City, which claims "the greatest snow on earth" at its six nearby resort areas, is being emphasized this season as a prime destination for Southern California skiers.

Featured are special Saturday-only group air fare discounts on packages beginning Jan. 8. These will apply to the nonstop jets from Los Angeles as well as direct service from San Diego.

#### Weekender Special

One of the three packages available to Alta, Brighton, Park City, Park West,

## 70 Ski Ambassadors to be picked for charters and ski jets to Twin Falls/Sun Valley

Seventy employees will be selected this year for the company's Ski Ambassador program.

The volunteers will assist passengers on one-week charter trips Jan. 8 through April 10 to Twin Falls/Sun Valley from San Francisco and Los Angeles, and on selected Saturday-only non-stop ski jets between Seattle and Twin Falls starting Dec. 15.

Ski Ambassador applications, accepted through Oct. 8, are welcome from full-time employees who have not participated in past years, as well as from "veterans" of the program.

Coordinator of the program this year is Rosemary Candelaria, secretary in cargo and charter sales and administration.

Selection of ambassadors will be based on willingness to assist at marketing department functions, including ski shows in Seattle, San Francisco and Los Angeles, and at film presentations to ski clubs.

Snowbird or Sundance resorts near Salt Lake City is a "Weekender Special".

It features two nights at a choice of five Salt Lake City hotels and two lift tickets. Rates begin at \$40.95 a person,

Ambassadors will be assigned to a specific trip and week at Sun Valley. About 65 charter and ski jet round-trips are expected to be available for ambassador assignment, according to Norm Hansen, group and tour sales system manager.

Ambassadors will assist skiers enroute and during their one-week stay at the resort. Participation is on the employe's time.

They will receive training at seminars in December. Rainer Kolb, director of the 180-instructor Sun Valley ski school, will participate in the seminars and explain new techniques being taught at the school.

Ambassadors accompanying groups receive free, positive space travel to Twin Falls, bus transportation to Sun Valley, a sizeable room discount and free lift tickets.

First-time participants also will receive a Hughes Airwest ski jacket and cap for easy identification during their week there.

double occupancy; arrival must be on a Friday.

This year, all of the airline's ski packages to Utah include a complimentary "Skiing Is Neat" T-shirt, upon arrival in Salt Lake City.

#### Sun Valley charters

Saturday and Sunday ski charters will operate to Twin Falls from California beginning Jan. 1—39 are scheduled from Los Angeles and 20 from San Francisco. The company expects they will generate nearly 6,000 more Sun Valley passengers this season than last.

In addition to the Sun Valley charter jets, we operate scheduled flights from both California cities—two a day direct from Los Angeles (and San Diego) and one a day from San Francisco, via Stockton. A convenient connection, via Las Vegas, also will be available daily from Los Angeles.

Beginning Dec. 15, Saturday-only ski jets will operate nonstop from Seattle to Twin Falls.

Three packages will be available in Sun Valley. One features a combination of durations and lift tickets at the Sun Valley Inn. Rates begin at \$97 a person, double occupancy, for four nights and three lifts, as one example.

The other two packages have similar features with lodging in nearby Elk-horn or Ketchum.

#### Other ski resorts

Other ski resorts being promoted this winter by the airline include Bogus Basin near Boise; Heavenly Valley, Ski Incline, Northstar, Squaw Valley, Alpine Meadows and Kirkwood near Reno; Mt. Bachelor near Redmond/Bend; Big Mountain near Kalispell; Lake Louise, Mt. Norquay and Sunshine near Calgary/Banff; and Marmot Basin near Edmonton/Jasper.

A package also is available at Jackson Hole, Wyo., which can be reached by flying Hughes Airwest to Idaho Falls, a two-hour drive from the resort, or via Salt Lake City, connecting to a Frontier Airlines flight direct to Jackson.

#### Ski Ambassadors

As in past years, Ski Ambassadors—ski-minded employees—will be aboard selected Sun Valley flights to answer passengers' questions regarding destinations and travel itineraries.

The volunteer ambassadors will consult detailed check lists to make sure all travel arrangements have been made.

#### Snow Phone

Our exclusive Snow Phone will be plugged in Nov. 15 to provide detailed reports on snow conditions at major ski areas. It will operate until the end of March.

Skiers may call the nearest reservations office Tuesdays through Saturdays for such information as snow depth and type, the number of lifts operating and the general condition of the slopes.

## WEEKEND DISCOUNT . . .

(Continued from page 1)

tario (2), Pasco (2), Phoenix (6), Pocatello (3), Portland (11), Redmond (4), San Francisco (3), Salt Lake City (6), Santa Ana (2), Seattle (15), Spokane (5), Tucson (5), Twin Falls (2) and Yakima (2).

Distances between the pairs range from 140 miles (Eugene-North Bend) to 1,378 miles (Salt Lake City-Seattle).

The fare was tested starting March 15 in the Phoenix-Salt Lake City and Seattle-Spokane markets.

The weekend rate was used by 3,239 passengers on these segments between March 20 and July 18. In a survey of 260 of those passengers, 67 per cent indicated they would not be making the trip if the discount fare had not been available.

The fare is designed to help build traffic on "weak" Saturday flights during the winter. It is scheduled to expire on June 12, 1977.

## ECONOMICAL SOUTHERN TIER SERVICE . . .

issue," it claims, are closely related to each other.

Thus, Hughes Airwest proposes to improve service between the southern tier cities and Las Vegas by schedules which combine service and traffic from Houston, San Antonio, Corpus Christi, Midland/Odessa, El Paso and Albuquerque. Similarly, it proposes to meet the need for improved service to the gateway cities of Phoenix and Tucson by combining service and traffic from New Orleans, Houston and San Antonio.

"It is this combination of traffic flows," the carrier argues, "that is the key both to an economically sound operation and to greater frequency on the newly authorized routes."

To illustrate, Hughes Airwest said New Orleans-Phoenix will generate only 32 daily passengers next year under normal growth and only 52 passengers with stimulation. New Orleans-Tucson will generate less than one-fifth of those totals. Thus, New Orleans alone is insufficient to support even a single roundtrip serving both of the markets.

Nevertheless, Hughes Airwest said its three proposed roundtrips in the markets will achieve a load factor of 55.2 per cent because the flights would also serve San Antonio and would be supported by New Orleans-San Antonio and San Antonio-Phoenix/Tucson traffic and by traffic from cities beyond the gateways.

"There is only one conclusion," Hughes Airwest maintains, "that can be drawn from this analysis. If New Orleans is to receive improved service to Phoenix and Tucson, the board must establish this proceeding in a way which will permit the service to receive strong intermediate support . . . If the board attempts to isolate New Orleans

service, there is no prospect of economically sound service. The same principle, the carrier adds, applies to the other markets involved.

While Hughes Airwest's argument obviously centers on its route proposal, the principal holds significance on a broader scope as CAB continues to institute new route proceedings.

"Overall," Hughes Airwest says, "it is clear that the development of an economically sound service pattern for the southern tier cities to the western

### Pie fight Oct. 9

Hughes Airwest will have a team in the "World's Largest Pie Fight" again this year.

This year's pie-throwing contest will be at the San Mateo Fairgrounds on Oct. 9. Doors open at 1 p.m. Admission, benefiting the blind, is \$2.50.

There are 10 employees on our team. Last year, we beat Western Air Lines in our match.

## 3,000 sign up for Frequent Flyer program

More than 3,000 travelers have accepted our invitation to become card-carrying "Hughes Airwest Frequent Flyers".

The response was to an initial mailing to 60,000 people on select mailing lists in Washington, Southern California and Utah.

"We are happy with the five per cent return," said Jan Soderstrom, sales programs manager. Because of the response, the company is planning a late September expanded mailing to 200,000 people in those three areas, plus Oregon, Northern California and Arizona.

(Continued from preceding page)

cities served by Hughes Airwest requires that the board institute an area investigation which permits the combination of traffic flows.

"An attempt to fragment the proceedings on the basis of individual markets will inevitably destroy the opportunity for service improvements. The traffic support in individual markets is not sufficient to support a suitable pattern of service."

BOR counsel David M. O'Connor, however, said Friday that grant of Hughes Airwest's request "would transform what is presently a manageable case into a mammoth area proceeding which, experience has shown, is a poor vehicle for careful and consistent expansion of the domestic route system and attention to all the public interest issues which arise in any route service investigation."

O'Connor said that BOR takes no position at this time on Hughes Airwest's alternative proposal that the requested area investigation be set for separate hearing.

Mailings are expected to be completed throughout the system by the end of the first quarter of 1977.

Soderstrom reported that invitations have been mailed to several hundred people whose names were suggested by employees.

Many of the Frequent Flyers also have suggested several hundred acquaintances.

Under the program, the Frequent Flyers receive an identification/check cashing card, "self-service" Time Saver Tickets, travel planning materials and periodic information mailings, including a newsletter.