

Law judge recommends us for Calif.-Canada

CAB Administrative Law Judge Henry Whitehouse recommended April 13 that we be awarded new nonstop routes from San Francisco and Los Angeles to Calgary and Edmonton.

His recommendation concurs with that of the CAB's bureau of operating rights last May. The two recommendations now go to the board. Its decision is subject to approval by the President.

Also on April 13, the board reaffirmed its decision awarding Los Angeles-Boise nonstop authority to United Airlines. We had asked it to reconsider that ruling. Award of Los Angeles-Spokane nonstop authority to us was part of that decision.

Hughes Airwest a leader in 40 per cent boost in U.S. charter boardings during '76

Hughes Airwest carried more charter passengers last year than most other U.S. airlines.

We ranked 10th out of the 26 scheduled and supplemental airlines that operated non-military charter flights, according to Tom Bailey, charter sales manager. In 1975, we ranked 22nd.

The 26 carriers flew more than 3.5 million charter passengers, a 39.6 per cent increase over 1975. About 90 per cent of this increase was due to charter growth by Hughes Airwest and five other airlines—United, TWA, Delta, Allegheny and ONA. *Travel Weekly*, a trade publication, reported.

Almost 60 per cent of all continental U.S. charter traffic, including ours, is to Las Vegas.

We boarded more passengers than Western, Continental, Braniff, Eastern, Pan Am or National, among the 11 trunks, and more than all but two of the nine regionals (Southern and Allegheny) and two of the six supplementals (ONA and Capitol).

In terms of market share of revenue passenger miles flown by the 26 carriers, we ranked 17th with only 0.7 per cent of the total non-military RPMs.

We flew more than 88,000 charter passengers, military and non-military.

We ranked fourth in revenue from military charters operated by 11 of the trunk and regional airlines, according to Air Transport Association, Southern, United and Texas International generated more. Hughes Airwest had 4.8 per cent of the military market revenue.

Sales and service

Wharton elected v.p.

Clement S. "Kip" Wharton has been elected vice president of sales and service by the board of directors.

He had been stations and traffic staff vice president for the past four years.

In the newly-created position, Wharton is responsible for all sales functions

(including Mexico and Canada), station operations, reservations systems, telephone sales, consumer affairs and inflight meal service planning.



Wharton

Wharton, 46, joined Pacific Airlines almost 20 years ago as a station agent in Santa Barbara. He later was a lead reservations agent in San Francisco and station manager in Santa Rosa and Las Vegas.

He has been manager of cabin services, passenger services and ground operations, director of sales and service, ground service, administration and planning, customer service, assistant to the general manager, and director and senior director of stations.

He is a member of the Air Transport Association facilitation committee, an industry-government advisory group on Canada-U.S.-Mexico transborder operations.

Wharton received a bachelor's degree in economics in 1956 from the University of Oregon and attended its School of Economics Graduate Studies and the Harvard University Business

Flight attendants first to hit 'Top Banana' five



Chris Koplos-Stroh, San Francisco flight attendant, receives one of the first two 'Top Banana' awards. Presenting it is Marian Szekely, assistant flight attendant manager. Looking on are flight attendants Mary Franzella (standing) and Marian Moneymaker.

Two flight attendants were the first employees to receive the marketing department's "Top Banana" trophy.

They are:

- Virginia (Koch) Baker, flight attendant, Las Vegas; and
- Christine Koplos-Stroh, flight attendant, San Francisco.

The award—a solid brass banana on a wood base—is being presented to all employees after mention in five complimentary letters from customers. The program is retroactive to Jan. 1.

The company responds to all such letters and copies of the letters and responses are sent to the mentioned employees.

Employees receive a "Top Banana" pin for their first compliment.

During the first three months of 1977, 380 employees were cited one or more times and received the pins.

They are:

Thomas Abate, Evelyn Ackley, Richard Adams, Robert Ailes, Bill Allen, Carolyn Allen, Ralph Ambrose, Linda Andersen, Dana Anderson, Babette Andersson, Audrey Anders, Janet Archambault, Maria Armano, James Arnold.

Donald Bacheider, Tarrah Baker, Virginia Baker, David Barber, Kathleen Barnes, Patricia Barr, Sandra Barrett, Denise Baudet, Pitzer Beckley, Carol Belyea, Judy Bergh, Doris Bergsma, Mario Beristain, Karen Ber-

(Continued on back page)

Denver service highlights new schedule — seat miles up a third over last year

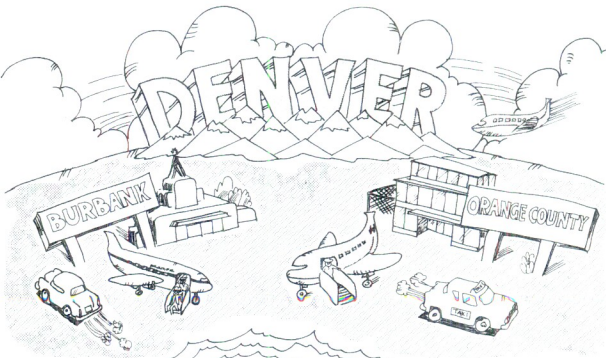
Our April 24 schedule is offering passengers almost a third more seat miles than we flew during this time last year.

Available seat miles (ASMs) per week are climbing to 71.2 million, compared with 54.1 million following the April schedule change last year.

We are offering 2,903 departures per week—302 more than last year, an 11.6 per cent increase.

New service starting this month, coinciding with daylight-saving time changes, include:

- Direct flights linking Orange County and Burbank with Denver under the interchange agreement with Frontier Airlines;
- Direct service between Eugene and Nevada and between Canada and Palm Springs;
- An additional nonstop in each direction between Burbank and Salt Lake City (as part of the interchange) and



between Phoenix and Salt Lake City.

- An additional flight from Salt Lake City to Orange County; and

Air freight, too

March record month in boardings, RPMs — up more than 20%

We flew more passengers farther in March than ever before in our history and also set a record in air freight.

The new record for passenger boardings is 394,537, up 22.4 per cent from 322,256 in March 1976.

They flew a record 170,272,500 revenue passenger miles (RPMs), a 24.6 per cent increase from 136,656,200 in the same month last year.

"These achievements are unusual and above and beyond what we expected," Russell V. Stephenson, general manager, said. "You are all to be congratulated for an outstanding performance."

(The previous boarding record was 381,751 in August 1976. The previous RPM record was 157,148,000 in December last year.)

We flew 309,972,600 available seat miles (ASMs), also a record, compared with 253,551,800 in March 1976, a 22.3 per cent increase.

Density (the average number of passengers flying per mile) jumped 8 per cent to 51.2 passengers from 47.4, while the systemwide load factor (the average number of seats filled) rose to 54.9 per cent from 53.9.

The average length of passenger journeys was extended 1.8 per cent to 431.6 miles from 424.1.

Cargo ton miles logged during the month jumped 16.6 per cent to 849,900—the third highest monthly amount—from 729,100, while the tons of cargo boarded were up 11.5 per cent to 1,972 from 1,769.

In air freight alone (not counting mail or express), we carried a record 597,687 ton miles last month, an increase of about 20 per cent over March 1976.

In addition to scheduled service, we flew 17,264 passengers on charter trips last month.

Year-to-date

Boardings in the first quarter of 1977 were up 15.1 per cent to 1,094,683 from 950,821 during the same period last year.

RPMs jumped 16.9 per cent to 472, (Continued on next page)

- Additional flights in each direction linking Oakland with Las Vegas and Phoenix.



Seattle employees give boost to telethon coffers

Seattle employees helped KCTS-TV raise \$10,000 on "Hughes Airwest Night" March 12. They answered the public service station's telephones during its Festival '77 telethon. The "Top Banana"-buttoned TV stars (including a few spouses and children) are (from left) Edith Jensen, Pat Crawley, Margaret Thomas, Marian Wilson, Carol Cansdale, Matt Thomas, Tana Melton, Sandra Marsh, Diane Reise, Greg Collier, Merilyn Duff, Mark Smith, Barbara Howery, Kathy Kirschner, Keith Luttenbacher, Annaly McPherson, Pam Olson, Nicki Keifer, Nancy Coffman, Jim Davenport, Jean Austin, Phillip Murray, Mitchell Austin and Joseph Coffman. (Not pictured: Val Austin, Sharon Collier and Jim Johnson.) Coordinating the effort were Matt Thomas, sales representative, and Marian Thomas, marketing secretary.



Blood donors double

Seventy-two employees made the March 30 Blood Drive at international headquarters the most successful since the Peninsula Memorial Blood Bank started its program with Hughes Airwest seven years ago.

The 72 units donated was exactly double the amount contributed last year.

Ulla Green, medical department nurse, coordinator of the drive, said the success was due to personal contact. An employee-volunteer spoke to each possible donor and answered questions about giving blood.

Twenty-eight other employees volunteered to donate but were disqualified for medical reasons.

The blood credits are available to employees who participate in the program, and their immediate families, if needed.

SERVICE ANNIVERSARIES

THIRTY YEARS

PHOENIX—Stanley Hultman, lead avionics technician. SEATTLE—William Appel, captain. SAN FRANCISCO—Robert Hill, pricing & traffic administration director. Donald Welch, dispatcher.

TWENTY-FIVE YEARS

BOISE—Gilbert Samuelsen, lead maintenance technician. SAN FRANCISCO—Donald Fischer, chief station agent. Alf Larsen, captain.

TWENTY YEARS

LAS VEGAS—Don Isberner, captain. Carey Burke, station agent. BOISE—Rudolf Krsul, lead maintenance technician. EUGENE—Merle Simpson, chief station agent. SAN DIEGO—Darrell Zickafoose, station manager. PHOENIX—Ed Lungren, regional flight director. SEATTLE—Richard Bedortha and James Cutler, captains. Ronald Foster, first officer.

FIFTEEN YEARS

ENGENE—Frank May, station agent. SEATTLE—George Dzurisin, ticket agent. REDDING—Robert Hale, station agent. BURBANK—Philip Bauer, chief station agent. SAN FRANCISCO—Kirsten Ayers, ticket agent. Rodney Medeiros, dispatcher. LAS VEGAS—Frank Bradley, first officer. Kenneth Mosier, maintenance technician. Linda Moore, flight attendant. PHOENIX—Howard Fisher, ticket agent. William Cronmiller, component overhaul technician. Suzanne Wise, flight attendant. George Compros, lead avionics technician.

TEN YEARS

LAS VEGAS—Marie Blair, ticket agent. SAN JOSE—Louis Pacheco, station agent. BURBANK—Faust Giordano, station agent. EUREKA—Kenneth Kretsinger, station agent. SPOKANE—Robert McAdoo, chief station agent. MONTEREY—John Zielinsky, station agent. RENO—Thomas Hopson, station agent. SAN FRANCISCO—Darryl Knox, James Boyer and Donald Rogers, ticket agents. Margie Rose, chief telephone sales agent. Candy White, telephone sales agent. Karen Galvin, flight attendant. Paul Werren, maintenance technician. Frederick Lopez, ground serviceman. SAUDI ARABIA—Edward Fridlund, overseas maintenance representative. SEATTLE—Juan Sparhawk, public affairs regional director. PHOENIX—Roger Smith, first officer. James Wilson, instrument & avionics services technician.

FIVE YEARS

NEW YORK CITY—Caterina DeMartin, regional sales manager. Marilyn Link, special sales assistant. LAS VEGAS—Carol Burgess, district sales manager. BURBANK—Jack Stoops, district sales manager. SAN FRANCISCO—Ernie Koenig, assistant treasurer. PHOENIX—Robert Trakes senior programmer.

TRANSITION

WELCOME ABOARD

Matt Thomas, sales representative, Seattle. Cary Pawluk, sales representative, Edmonton. Syl Hutchinson, sales account executive, Calgary. Daniel Matlach, co-pilot, Saudi Arabia. Kathleen Caponera, telephone sales agent, San Francisco. Thelma Jackson, junior revenue accounting clerk, San Francisco. John Matejka, avionics technician, Phoenix. Mark Estrada, David Bailey and Charles Hobbs, cleaners, Las Vegas. Wardell Christie, cleaner, San Francisco.

PROMOTIONS

Wendell Stribling to overseas maintenance representative foreman, Saudi Arabia. Joan Heiny to flight records supervisor. San Francisco. Hedy Hughes to secretary to the general manager, San Francisco. Ben Honorof to chief station agent, Santa Ana. Linda Langlume to intermediate general accounting clerk, San Francisco. Peggy Kirkpatrick to intermediate revenue accounting clerk, San Francisco. Herbert Spencer to chief telephone sales agent, Seattle. Larry White to chief crew scheduler, Las Vegas. Helen Robinson to flight attendant assistant manager, Las Vegas.

HEIR FARE

To Cheryl and Jack Franke, station agent, Las Vegas: a daughter, Ariana Elizabeth, 6 lbs., March 17.

To Susan and Allan Cox, maintenance technician, Las Vegas: a daughter, Sarah Ann, 8 lbs. 12 oz., Feb. 15.

Operations confab in Utah

Company operations executives from throughout the system will meet in Salt Lake City May 23 for their annual departmental conference.

Stations, flight operations and maintenance and engineering will be represented at the three-day session.

Telephone sales agent

'Volunteer' picked as industry's best salesman

A Los Angeles agency has selected a Hughes Airwest telephone sales agent as "Salesman of the Year" after considering all travel industry sales representatives servicing it.

David Peckman, who joined the company in January 1974, received the honor from San Souci World Travel.

He is one of 13 Los Angeles telephone sales agents in Southern California regional marketing's volunteer inside sales representative program.

Under the program, each agent becomes the "personal" telephone sales representative to 10 Greater Los Angeles-area travel agencies.

At least once a year, the agent visits each agency. The agent is a contact at telephone sales for the agency and places a call to the agency at least once a week to advise it of new schedules, fares, destinations, tours or brochures, to check if supplies are needed, or to sell the agency on putting a group together.

Other telephone sales agents in the program are Maggie Deaon, Joe Franklin, Julie Girbau, Mary Key, Dona

Mariano, Margaret Papke, Judy Reilly, Dyane Rigas, Patty Scarce, Pat Thomas, Barbara Warner and Genie Wise.

"We've had super reaction to the program from the agencies," said Jerry Griffith, regional marketing manager. "We are planning to expand it to other areas of Southern California."



David Peckman (left), Los Angeles telephone sales agent, receives "Salesman of the Year" award from travel agency-owner Bill Kahn.

All-time high month reflected in station boarding records

Some stations reported record-busting traffic in March.

Las Vegas and Orange County set all-time passenger boarding records.

Ontario and Stockton set all-time records in pounds of air freight boarded. Stockton's also was a record for Class D station boardings. Las Vegas set a March record in mail boarded.

Canada set an all-time record in southbound traffic. The Edmonton city ticket office had its all-time record month in revenue.

Palm Springs, Redding and Yakima established passenger boarding records for the month of March.

MARCH...

(Continued from front page)

272,400 from 403,830,210.

We offered 19.7 per cent more ASMs—880,372,500 compared with 735,374,900 in the first three months last year.

Density increased 3.3 per cent to 49.8 passengers from 48.2, while the average load factor dipped to 53.9 from 54.9.

Passengers' average journey gained 1.6 per cent to 431.4 miles from 424.7.

Cargo ton miles rose 11.5 per cent to 2,311,500 from 2,073,700, while the tons of cargo boarded increased 7.2 per cent to 5,364 from 5,002.

TRAFFIC SCOREBOARD

FINANCIAL RESULTS

	March '77*	March '76*	% Change
Operating revenue—scheduled	20,350	16,080	+ 26.6
—charter	729	138	+428.3
Operating expense—scheduled	18,667	16,173	+ 15.4
—charter	661	143	+362.2
Operating earnings (loss)	1,751	(98)	
Non-operating earnings (loss)	(441)	(237)	
Provision for taxes	74	(172)	
Net earnings (loss)	1,236	(163)	
Year-to-date*			
Operating revenue—scheduled	56,389	46,711	+ 20.7
—charter	1,892	445	+325.2
Operating expense—scheduled	54,052	46,035	+ 17.4
—charter	1,786	403	+343.2
Operating earnings	2,443	718	
Non-operating earnings (loss)	(1,232)	(693)	
Provision for taxes	74	13	
Net earnings	1,137	12	

*All data in thousands (add 000).

	March '77	March '76	% Change
Passenger boardings	394,537	322,256	+ 22.4
Revenue passenger miles	170.3 mil.	136.7 mil.	+ 24.6
Available seat miles	310.0 mil.	253.6 mil.	+ 22.3
Load factor	54.9%	53.9%	
Passenger density	51.2	47.4	+ 8.0
Average trip miles	431.6	424.1	+ 1.8
Charter passengers	17,264	2,544	+578.6
Charter miles flown	125,112	27,338	+357.6
Cargo ton miles	849,900	729,128	+ 16.6
Cargo tons boarded	1,972	1,769	+ 11.5
On-time performance	84.9%	89.2%	
Year-to-date			
Passenger boardings	1,094,683	950,821	+ 15.1
Revenue passenger miles	472.3 mil.	403.8 mil.	+ 16.9
Available seat miles	880.4 mil.	735.4 mil.	+ 19.7
Load factor	53.6%	54.9%	
Passenger density	49.8	48.2	+ 3.3
Average trip miles	431.4	424.7	+ 1.6
Charter passengers	45,242	7,870	+474.9
Charter miles flown	336,148	84,992	+295.5
Cargo ton miles	2,311 mil.	2,074 mil.	+ 11.5
Cargo tons boarded	5,364	5,002	+ 7.2
On-time performance	80.6%	81.8%	

MARCH 727 PERFORMANCE

Scheduled Service*	
Passenger boardings	17,797
Load factor	60.8%
Density	94.3
Average trip miles	998
*Canada-Las Vegas-Los Angeles	
Charter Service	
Passenger boardings	5,030
Charter miles flown	46,580
Average trip miles	1,083

for prestigious awards

Graphics in four 1976 issues of our inflight magazine, *Sundancer*, have received prestigious nominations for display at the Society of Publication Designer's 1977 Awards Show in New York City.

The four nominations will be eligible for Gold and Silver Awards to be presented May 6.

The society's magazine design awards committee made several hundred nominations out of 4,000 entries.

Sundancer is published for us by East/West Network, Los Angeles, under supervision of the public relations department.

'Overdue' Vancouver decision encouraged

We urged the Civil Aeronautics Board on March 23 to speed up a decision on our pending request to provide the first nonstop flights between Spokane and Vancouver, B.C.

If granted the route, we initially would operate two round trips daily between the two cities and also provide the first single-plane link between Vancouver and Las Vegas, Phoenix, Salt Lake City and Tucson.

This service would directly benefit nearly 57,000 passengers during the first year of operation, according to Richard A. Fitzgerald, regulatory affairs staff vice president.

He said our Spokane-Vancouver service would save passengers up to 20 per cent in fares and nearly 3½ hours in flying time.

The route was established in 1974 bilateral negotiations between the U.S. and Canadian governments.

"Designation of an airline to fly it is long overdue," Fitzgerald said.

We have been seeking the 280-mile transborder route since 1973.

Four named senior directors



Huffman



Maloney



Orme



Wilson



Soderstrom

Four directors have been promoted to senior director.

They are:

- John W. Huffman, purchasing;
 - William A. Maloney, sales;
 - Jed T. Orme, Jr., corporate legal; and
 - Eric J. Wilson, stations.
- Promoted to director is:
- Janet L. Soderstrom, advertising and sales promotion.

Huffman

John Huffman joined the company (Bonanza) as purchasing and supply director in 1963 in Phoenix, and later was based in Las Vegas.

He was employed in purchasing positions with TWA in 1945-63. He served in the Air Force in 1941-45.

Huffman, 58, is a member of the Air Transport Association's Material Management Council.

He reports to the finance vice president.

Maloney

Bill Maloney was internal auditor and market development manager before being named field sales director in 1974. He joined the company in 1972.

Previously, he worked for American Airlines as a market research analyst and cargo accounting systems supervisor.

Maloney, 31, earned a bachelor's degree in finance from St. Bonaventure University in New York and served in the Army.

He reports to the sales and service vice president.

Orme

Jed Orme joined the company as an attorney in 1973 and was named corporate legal director last year.

Previously, he was associated with the Air Transport Association's office of the general counsel for three years and

was a judge advocate general staff officer in the Air Force Reserve. He is admitted to practice law in California and the District of Columbia.

Orme, 36, received B.A. and J.D. degrees from the University of California and attended the Institute of Air and Space Law at McGill University in Montreal. He served in the Air Force in 1959-64 and is in the Reserves.

He reports to the vice president-legal.

Wilson

Eric Wilson joined the company (Southwest) as a reservations and ticket agent in San Francisco in 1957.

Later he served as senior station agent there, station manager in Paso Robles, Calif., assistant station manager in Los Angeles, and sales and service manager in Bakersfield, Monterey and Los Angeles.

He was named stations director in 1968.

Wilson, 42, attended Santa Monica City College and served in the Coast Guard in 1954-56.

He reports to the sales and service vice president.

Soderstrom

Jan Soderstrom joined the company as marketing research manager in 1974 and has been sales programs manager since 1975.

Previously, she held advertising, product management and marketing research positions with Levi Strauss & Co., Sunkist Growers and Pillsbury Co.

She attended Arizona State University where she earned a bachelor's degree in 1968 and a master's in consumer research in 1971.

Soderstrom is a member of the American Marketing Association and the Advertising Club, San Francisco.

She reports to the general manager's executive assistant.

Traffic on upswing in major markets

Traffic on some of our major nonstop segments begun since last July is improving.

Here's an overview of how we did in the first quarter of 1977 in some of these key expansion markets (also see accompanying chart reflecting load factors, including through traffic, on major nonstop segments):

Los Angeles Area - Salt Lake City

This market was hardest hit by poor snow conditions in Utah (and Twin Falls, beyond) in the first quarter. Traffic was excellent in March, however, when snow finally began to fall.

Of the three airports with nonstop service, Orange County traffic is going "great guns," according to Rick Gostyla, marketing planning director. Burbank service, started in January, is achieving forecasts. Los Angeles In-

ternational flights are "soft" but the March traffic—close to forecast—was encouraging.

Canada - Las Vegas - Southern Calif.

This was the company's big winner in the first quarter. Forecasts had predicted 35 passengers a day between Canada and Southern California. We've been carrying more than 60, not including the special spring holiday flights.

Canada-Phoenix traffic has been good.

The first quarter is the peak season for Canada traffic. "It will be a challenge to keep our loads up this summer," Gostyla added.

Northwest - Reno

Operational climb-out restrictions in Reno have limited loads we can carry on northbound flights. We are exceed-

First Quarter (Jan.-Mar.) 1977				
KEY NONSTOP SEGMENT	LOAD PERFORMANCE		Point diff.	
	Forecast	Actual		
Los Angeles area -				
Salt Lake City	49.3%	47.0%	- 2.3	
Canada -				
Las Vegas	61.5%	68.9%	+ 7.4	
Reno - Seattle	51.6%	52.2%	+ 0.6	
Reno - Portland	39.4%	39.7%	+ 0.3	
Oakland -				
Las Vegas	66.0%	66.0%	—	
Oakland - Phoenix	43.7%	41.6%	- 2.1	
Burbank -				
Phoenix	61.0%	49.9%	- 11.1	
Phoenix/Tucson -				
Mexico	46.5%	40.4%	- 6.1	

ing forecast in both the Seattle and Portland markets and expect traffic increases this summer.

Oakland - Las Vegas/Phoenix

Oakland-Las Vegas traffic is "on the money" at the forecast 66 per cent load factor. Oakland-Phoenix is slightly below forecast.

Another Oakland-Las Vegas-Phoenix roundtrip is in the April 24 schedule.

Burbank-Phoenix

This is the "biggest single disappointment," according to Gostyla. Traffic is about 50 per cent above a year ago—before we began offering nonstops—but still well below forecast.

"We haven't been able to divert traffic from Los Angeles International like we expected," he said.

The company is considering three courses of action in this market: improve the schedule and frequency to attract more of the market; offer an excursion fare to match economy fares offered by other airlines from Los Angeles International; greatly increase overall Burbank promotions.

(Continued on back page)

Jenny Bishop named sales promotion manager

Jeanette "Jenny" E. Bishop has joined the company as sales promotion manager.

She is responsible for sales programs such as direct mail advertising. She reports to the advertising and sales promotion director.

Bishop most recently was senior account executive with Arlt & Associates Advertising in Los Angeles. Before that, she worked in public relations with Needham, Harper & Steers Advertising there and was an advertising assistant for Continental Airlines.

She attended U.C.L.A., Long Beach City College and El Camino College.

TRAVEL BARGAINS

Alitalia has inaugurated an interline \$125 roundtrip fare to **Rome** or **Milan** from its gateways—New York, Boston, Philadelphia, Montreal and Toronto; children under 12, \$65. Positive space, economy. Full-time employees (for at least one year), spouse, children under 21. Embargo: eastbound 6/20-8/15; westbound 8/15-9/30. \$10 each way fare on American to gateway available in conjunction. For brochure, write Alitalia Interline Sales, 666 Fifth Ave., New York 10019, or contact district offices (San Francisco, Los Angeles, Mexico City, Vancouver, B.C.).

Ten-day land packages are available May-July in **Tahiti/Moorea** for \$227. Add on **Bora Bora**, \$301 total. Optional meal plans, \$125/\$149. Make own flight arrangements as eligible. Write: The Travel Co., P.O. Box 61656, Sunnyvale, Calif. 94088; 408-732-0199. Also offers positive space cruise packages to **Mexico** (June, Oct.-Dec.), **Transcanal** (Caribbean, So. America, Panama Canal, Mexico; May), and **Alaska** (May, June, Sept.). Price of air travel, when applicable, deducted from regular package price.

Can't be beat

Hughes Airwest San Jose employees were saluted by National Airlines for helping it achieve 100 per cent on-time performance during the second half of 1976. We handle all ground services for the two daily National flights through San Jose. Ward Gross (left), station manager, is receiving a "thank you" cake from Rusty Karnach, National station manager. Looking on are Hughes Airwest station agents (from left) Dick Harrison, Jerry Bradley and Terry Needham, chief station agent Bob Meals and station agent Bob Knauber. The plaque held by Needham—the National President's Award—will be permanently displayed at the station.



phone is a dictating machine

The company's newest department is a virtual word factory.

In fact, it's called a "word processing center", in operation at international headquarters in San Mateo.

Designed to advance the communications capabilities of company management, the center combines the common functions of computers, telephones, tape recorders, the typewriter and other electronic gadgetry.

Generally speaking, the department is a central dictation recording system accessible from any telephone. Dictation is stored in one of four computerized tape recorders and later transcribed onto tape cassettes by the center's five secretaries. At the push of a button or two, a printed copy—a letter, memo, contract or proposal—then is produced from the stored tape.

Esther Stranberg, word processing center manager, gave an example of many applications:

"A manager completes a meeting in New York and has a few hours before returning to San Mateo. He can dictate a proposal from the meeting over the phone. Upon return, the document is on his desk for revision or on his boss's desk for review."

If he has revisions—words added or deleted or whole rewrites—these can be accomplished on the tape without retyping the entire document.

Word processing services can also be helpful to a manager in the same building as the center.

If the manager has correspondence to complete at the same time as he needs his secretary to perform other tasks, he can dictate the correspondence to the center by phone.

"The system frees the secretary by centralizing many typing functions and eliminating the need to retype drafts following revisions," Stranberg said. "One of the center's secretaries—uninterrupted by other duties—can complete the work of six traditional secretaries in the same amount of time."

"The faster that written communications can be prepared, the more quickly and efficiently decisions can be made."

The functions and applications of the system are extensive.

For example, from a touch-tone phone, the person dictating has as much control over the voice recorder as he would with a dictation machine in his office. Using the phone buttons, he can stop, rewind, erase, correct and replay the dictation.

Other applications include:

- **Repetitive correspondence**—If the basic message is the same for several or many letters, that message can be read electronically and merged with the different addresses (or changes in the message) to produce the letters automatically.



Secretary Linda Stephens (seated) and Esther Stranberg, manager, at one of four transcription stations in the company's new word processing center.

- **Manuals or document updates**—Word, sentence or paragraph revisions can be made without retyping and reproofing the entire page or section, by making changes on the stored tape.

Stranberg joined the company in November.

Previously, she was senior executive secretary to the executive vice president at Flying Tiger Line. While there, she was project leader of the word processing task force.

On the department's staff are secretaries Jane Del Rosario, Jeri Johnson, Lynn Kirby, Linda Stephens and Nancy Williams. All worked for the company

previously in other departments.

Five departments are using the word processing system—personnel, legal, regulatory affairs, sales and public affairs. It is expected to be available to all departments by June 1.

As with any totally new system, the biggest task so far has been educating the center's users in what the system can do and how to best apply its capabilities, according to Stranberg.

Problems have been surprisingly minimal however, she said, and the center is producing more work than expected after only three months of operation.

TOP BANANAS... (Continued from front page)

ryman, Sandra Bettis, Jack Bishop, Ken Black, Donna Blanchette, Cheryl Blum, Nanette Blum, Roberta Bodkin, Teresa Bohlander, Tara Bonamici, Gloria Bonilla, Carmelita Bookland, George Borton, Suzanne Boswell, Georgetowne Botti, Judith Boucher, Karyn Bouldin, Tina Bovine, Linda Boyce, Doris Boyle, Ellis Boyd, Beverly Boyle, Mollie Boyle, Shirley Brady, William Brandon, Dennis Braman, Samuel Brose, Delbert Brown, Lester Brown, Peggy Brown, Toni Brown, Casino Bruno, Paulette Burch, Mary Bush, Kathleen Buskirk, Francis Butler, Arthur Byrne.

Pamela Cabral, Rebecca Campbell, Connie Canaday, Carol Cansdale, Susan Card, Susan Casalegno, Evangelina Casillas, Joan Ciardella, Rodney Cillo, David Clasby, Carol Cleveger, Muryl Cole, Greg Collier, Christine Commons, Mike Conroy, Jill Cordoba, Lloyd Costello, Dorothy Courmale, Laurel Crawford, Andrea Crews, Kathleen Cutler.

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Expansion traffic...

(Continued from previous page)

Mexico

In this market, traffic is below last year's, not only for Hughes Airwest, but for most airlines serving Mexico.

March traffic indicates a turn-around. Traffic last month was only 8 per cent below March 1976, compared with a 23 per cent drop in January and February.

Mexico traffic from Northern California has been very good comparatively—up 6 per cent from last year. From Arizona, it's down 33 per cent.

tineau, Constance Mason, Penny Masterson, Patty Matsumoto, Mary McArthur, Cletis McCall, Michael McCarrell, Maura McCarthy, Gary McCarty, Robert McCoy, Georgia McDonald, Arthur McLean, Sheila McLeod, David Meade, Ruth Medina, Karen Mekash, Raymond Melcher, Lu's Millard, Carmen Miller, Linda Miller, Rebecca Miller, Rhonda Miller, Larry Minear, John Mjoen, Rhona Moini Nazeri, Robert Monson, Rene Moore, Robert Morando, Patricia Moriarty, Leslie Morrow, Bud Moss, James Moyle, Allen Muir, Sylvia Murillo, Maureen Murphy.

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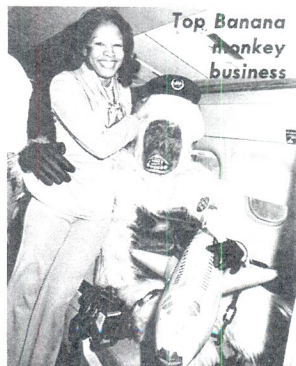
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Antonio Yunta, Patricia Zekas, John Zielinski.



Phoenix flight attendant B. J. Handley got a gorilla greeting from Kactus Kong as he flew to San Jose—on April Fools Day on a "Top Banana"—for a stint at Frontier Village.

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