

On July 1

# Houston, Denver service boosted

Flights serving Houston's downtown Hobby Airport will be tripled and new routes will be inaugurated to both Denver and Hobby on July 1.

The new Hobby service will be nonstop from Phoenix and Las Vegas (two roundtrips daily each) and one-stop from Burbank (three roundtrips daily).

We will double service between Houston and Orange County to three one-stop roundtrips daily and continue two nonstop roundtrips between Hobby and Tucson.

Half of the flights serving Houston—including all three Burbank and both Phoenix trips—will be with 137-seat 727-200s, boosting capacity in and out of Hobby by 265 percent to 700 seats daily from 192.

Hobby Airport is only seven miles from downtown Houston compared with Intercontinental Airport's 20 miles. There is currently no direct service between Phoenix and Hobby. We provide the only direct flights between Las Vegas and Hobby. There is no single-plane service between Burbank and either Hobby or Intercontinental.

### Denver

Nonstop service between Boise and Denver will be inaugurated with two roundtrips daily. They also will serve Eugene or Pasco and Yakima.

These flights will link Pasco and Eugene nonstop with Boise and one-stop with Denver, and Yakima one-stop with Boise and two-stop with Denver.

A second nonstop roundtrip will be flown daily between Denver and Idaho Falls, serving Boise one-stop.

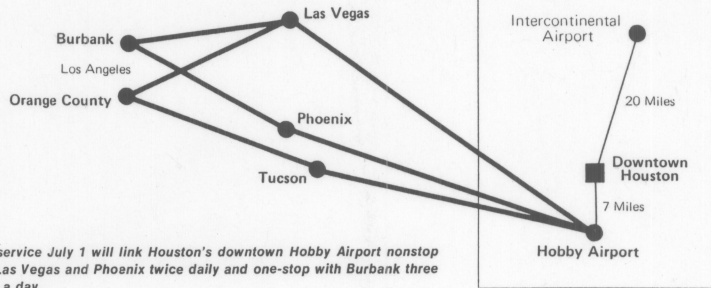
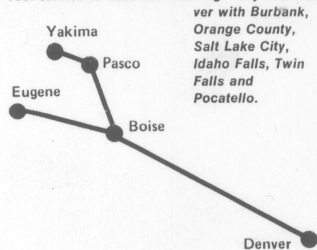
During July only, we will offer unrestricted 50 percent roundtrip discounts on all coach seats between the Mile High City and Boise, Pasco, Yakima and Eugene.

### Other new flights

We will inaugurate service on several other new routes on July 1:

- Nonstop Seattle-Sacramento;

Denver-Boise nonstops will give Eugene, Pasco and Yakima new direct service to both the Mile High City and Boise. We also link Denver with Burbank, Orange County, Salt Lake City, Idaho Falls, Twin Falls and Pocatello.



New service July 1 will link Houston's downtown Hobby Airport nonstop with Las Vegas and Phoenix twice daily and one-stop with Burbank three times a day.

- One-stop Seattle-Fresno (the only direct flights);
- Nonstop Milwaukee-Des Moines;
- One-stop Oakland-Tucson (also the only direct service);
- Nonstop San Francisco-Las Vegas.

Nonstops linking Las Vegas with San Jose and Burbank will be increased and direct service will be improved between Idaho cities and Burbank, Boise and San Francisco and between Twin Falls and Portland.

Unrestricted 30 percent commuter discounts will apply on all coach seats (one-way or roundtrip) on all flights between: Houston-Las Vegas/Phoenix/Tucson/Burbank/Orange County; Las Vegas-Burbank/Orange County/Ontario; Denver-Burbank/Salt Lake City; Oakland-Phoenix; and Los Angeles-San Francisco/San Diego.

The discount also will be available on all coach seats on selected flights between Burbank-Phoenix/Salt Lake City and San Francisco-Eureka/Redding.

Roundtrip "Yes for Less" 30 percent coach discounts, with few restrictions (seven-day advance reservations/ticket purchase, one Saturday night stay, 30-day maximum) are available on almost all other flights systemwide.

## Denver-Salt Lake City to go on evening 'sale'

"Everything must go!"

That might very well be the pitch starting July 15 when we begin an experimental "inventory clearance sale" on seats between Denver and Salt Lake City.

Every day at 8 p.m. all coach seats on all flights for the following day will go on sale for \$20 one-way. Confirmed reservations and cash-only tickets will be available only at the two airports. Normal coach fare in \$60 each way.

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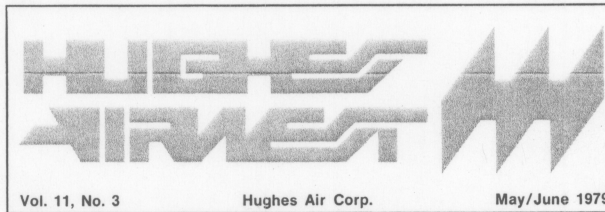
## More 'Yes.' plaudits

Our "Yes." radio commercials have won two more accolades.

The American Advertising Federation western region picked them for its first place "Best in the West" for a total radio campaign.

The Los Angeles Advertising Club selected the "Yes." music for the first place Belding Award.

Earlier this year, the radio commercials won the international "World's Best" from the Hollywood Radio and Television Society.



Members of a unique "Women in Aviation" forum—representing 50 years of aerospace, general and commercial aviation—examine a vintage aircraft model at Northrop University's Hall of Aviation History in Los Angeles, site of the recent Hughes Airwest-sponsored panel. From left are: Rhea Seddon, a U.S. space shuttle astronaut candidate; Julie Ames, Hughes Airwest first officer; Wally Funk, the first and only woman investigator for the National Transportation Safety Board; and Bobbi Trout, a contestant with Amelia Earhart in the country's first women's air derby in 1929. The forum also announced contestants for the Hughes Airwest Air Race Classic which Trout flagged off in Santa Monica on June 16. (See story on back.)

## Future, present and past

## Carlson named staff vice president; Orme to associate general counsel

John G. Carlson has been promoted to staff vice president. He will continue his previous duties as executive assistant to the president, including special projects and over all responsibility for the personnel and public relations departments.

Before joining the company in 1977, Carlson served for five years in the White House, most recently as deputy press secretary to President Ford.

Previously, he held executive positions with Hamilton Corp. in Farmington, Mich., and with Scott Paper Co. in Seattle.

He is a delegate to the Commission of the Californians, an organization comprised of representatives from California and the two states of Baja California, Mexico. He serves as chairman of the commission's subcommittee on travel and tourism.

Carlson, 38, earned a bachelor's degree in liberal arts and business from Washington State University in 1963 and later attended the University of Washington's graduate school of business administration.



Carlson

Jed T. Orme has been promoted from senior director of corporate legal to the newly created position of associate general counsel. He will continue to serve as an assistant corporate secretary.

Orme, 39, is an officer of the company with responsibility for litigation management, review of business agreements and supervision of outside legal services.

He joined the airline in 1973 as attorney after serving three years with the Air Transport Association's office of the general counsel in Washington, D.C.

In 1976 he was promoted to director of corporate legal. The following year he was named senior director and elected an assistant corporate secretary by the board of directors.

Orme holds degrees from the University of California at Berkeley and Davis, and McGill University's Institute of Air & Space Law in Montreal.

He is a member of the California State Bar Association and also is admitted to the District of Columbia bar for the district and appeals courts.



Orme

# SERVICE ANNIVERSARIES

May & June

## TWENTY-FIVE YEARS

PHOENIX—**Jack Huffman**, captain, **Donald Clary**, maintenance control supervisor. LOS ANGELES—**Lawrence Plummer**, station agent. PASCO—**Jack Clayton**, chief station agent. SAN MATEO—**Hal Pedersen**, tariffs manager.

## TWENTY YEARS

ORANGE COUNTY—**Jesse Law**, chief station agent. **Merlyn Peterson** and **Larry Green**, station agents. SAN MATEO—**Mary Moriarty** and **Michael Brand**, chief telephone sales agents. **Jim Garvin**, schedule productivity control manager. SPOKANE—**Harry Hill**, maintenance technician. **Fred Primmer** and **Robert Allen**, station agents. BOISE—**Harold Bingen**, maintenance technician. PHOENIX—**Curtis Long**, lead accessory overhaul technician. **Hugh Hawthorne**, accessory overhaul technician. **Jerry Butler** and **Richard Garn**, station agents. SAN FRANCISCO—**George Locke**, captain. LOS ANGELES—**Art Pierce**, assistant station manager. LAS VEGAS—**Nathan Lee**, chief station agent. **Jesse James**, district sales manager. FRESNO—**Robert Walther**, station agent. ENGINE—**Roger Wimpy**, station agent.

## FIFTEEN YEARS

BOISE—**Robert Einebrenner**, chief station agent. SALT LAKE CITY—**Maxine Katsilas**, ticket agent. SAN MATEO—**Cheryl Griffin**, telephone sales agent. **Jim Rylander**, charter administration manager. **Wilma Seyd**, chief telephone sales agent. **Billie Moore**,

## HEIR FARE

To Janice and **James Petty**, station agent, Burbank: a boy, **Jason Emmanuel**, 7 lbs. 8 oz.; May 27.

To Marcia and **Bill Maloney**, marketing & sales staff vice president: a girl, **Mary Katherine**, 7 lbs. 13 oz.; May 25.

To Susan and **Michael Van Wie**, telephone sales agent, Phoenix: a boy, **Kevin Michael**, 8 lbs. 7 oz.; May 18.

To Debbie and **Jim Sueuga**, station agent, Lewiston: a girl, **Mariah Patricia Malama**, 8 lbs. 3/4 oz.; May 17.

To Stacy and **Phil Scholze**, ticket agent, Denver: a boy, **Hans Josef**, 6 lbs. 9/2 oz.; May 14.

To Fawn and **Robert Klaus**, chief station agent, Salt Lake City: a girl, **Brandy Lynn**, 9 lbs. 3 oz.; May 8.

To the **Hebens, Rose**, flight attendant, and **Michael**, ticket agent, Las Vegas: a girl, **Teresa Ann**, 7 lbs. 11 oz.; March 29.

## IN MEMORIAM

**Harold E. "Hal" Wallis**, 68, vice president of sales of West Coast Airlines at the time of the merger in 1968; May 17. He started as flight supervisor in 1946. He retired in 1971.

**Edward Coleman**, 51, cleaner, San Francisco; May 23. He started with Southwest in 1948.

**Diane Namanny-Bangan**, 32, and her husband, **Tony**; April 30. She had been a flight attendant with us since 1969.

**Bill Greenwald**, 42, ground flight instructor, Phoenix; May 1. He started with the company as a technical writer in 1973.

**Patricia K. Harris**, 40, who held various inflight services management positions in 1966-78, including base manager in San Francisco.

Nearly a century of service to the company was saluted April 5 at a headquarters luncheon for recent retirees and spouses. From left, seated, are: **Bill Hall**, flight coordinator, San Mateo; and **Bill Haas**, captain, Las Vegas, both with 32 years. Standing, from left, are: **Herb Sturtevant**, technician, San Francisco, 20 years; and **Bob Andre**, senior supply analyst, Phoenix, 13 years.



senior revenue accounting clerk. PHOENIX—**Eileen Gurney**, telephone sales agent. **Ray Winiger**, quality control technician. **Karen Lacy**, flight attendant. **Kenneth Barker**, station agent. **Charles Faulkner**, hangar maintenance manager. **James Kraus**, lead hangar maintenance technician. **Larry Keitel**, engine technician. **Thomas Wilson**, maintenance specifications supervisor. **Thomas Monroe**, maintenance control supervisor. LOS ANGELES—**Carol Belyea** and **Arleigh Hanson**, telephone sales agents. SEATTLE—**Lawrence West** and **John Swisher**, captains. **Beatrice Valiquette**, secretary, public affairs. OAKLAND—**Edward Maymo**, chief station agent. LAS VEGAS—**Patricia Mertens**, chief ticket agent. **Dolores Wilson**, flight attendant. RENO—**James Nagel**, station agent. **KALISPELL**—**Ken Black**, sales and service manager. PORTLAND—**Rodney Alg**, station agent. SAN FRANCISCO—**Joan Ciardella**, flight attendant.

## TEN YEARS

DENVER—**Floyd Morrell**, station agent. **Arthur Carrasco**, ticket agent. PORTLAND—**Cheryl Davidson**, station agent. SAN MATEO—**Willa Judah** and **Rethia McDowell**, telephone sales agents. **Mary Koslosky**, secretary, purchasing. **Georgeann Walschon**, secretary, revenue accounting. **Elmer Steitz**, food pricing assistant manager. SAN FRANCISCO—**Robert Palmer**, lead press operator. **Madelyn Farrell**, flight attendant. **Kenneth Groerer**, Franklin Medina, **Anthony Sanchez**, **Alfredo Briones** and **Dennis Homer**, station agents. PHOENIX—**James Arnold**, telephone sales agent. **Jerry Svec** and **Dallas Villemonte**, hangar maintenance technicians. **Jeanne Reynolds**, **Carol Bost**, **Roxanne Sissell** and **Rita Brown**, flight attendants. **Lorraine Burow**, clerk typist, inflight services. SEATTLE—**Sharon Baer**, telephone sales agent. **Ronald Lawrence**, ground serviceman. **Augustine Richter**, cleaner. **Sallie Swanson** and **Patricia Walker-Elvins**, flight attendants. **John Weber** and **Arvid McClary**, station agents. RENO—**Larry Bradshaw**, station agent. BURBANK—**Martin Lieb**, chief station agent. **Keith Petree**, station agent. LOS ANGELES—**Jerry Bones**, **Rogelio Rodriguez**, **Larry Whitlock**, **Uel Carter** and **Ronald Bogenreif**, station agents. **Carl Parker**, **Jimmy Wharton** and **Robert Dailey**, chief station agents. **Newman Theriot**, ticket agent. SAN JOSE—**David Kitt**, station agent. LAS VEGAS—**Cheryl Stephenson**, flight attendant. **Jack Markham**, station agent.

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# TRANSITION

March, April & May

## WELCOME ABOARD

**Steven Craig**, assistant dispatcher, San Mateo. **Richard Schey**, maintenance technician, Orange County. **Richard Weinman** and **David Hearn**, cleaners, Phoenix. **Gary Therrien**, **Richard Goll**, **David Weil**, **Steven Leiter**, **Daniel Holmes**, **George Westinghouse**, **George Burroughs** and **Ronald Fortune**, component overhaul technicians, Phoenix. **Jeff Owen**, **James Colbert**, **Eigen Edwards** and **John Kish**, hangar maintenance technicians, Phoenix. **Francis Matly**, maintenance analyst, Phoenix. **Margot Brown**, flight attendant assistant manager, Phoenix. **Jacqueline Shroyer**, clerk typist, inflight services, Phoenix. **Lucile Perry**, **Joan Sapp**, **Lemette Clayton**, **Beverly Modica**, **Joy Fujihira** and **Raphael Murrell**, telephone sales trainees, Seattle. **Cathleen De Vito**, **Francine Hemmick**, **Suzann Blood** and **Karen Higley**, junior revenue accounting clerks, San Mateo. **Brian Dyke**, mail clerk, San Francisco. **Rick Randall**, **Richard Blocker**, **Eric Kessler**, **Gary Richards**, **Russell Santos**, **Gary Stangland**, **William Clark** and **Gregory Sebald**, station agents, Burbank. **Pamela Pawluk** and **Marilyn Richards**, ground hostesses, Salt Lake City. **Scott Speridon**, **Javier Delgadillo** and **Yolanda Bowman**, station agents, Des Moines. **Rebecca Cisneros**, **Susana Perales**, **Debra Wiesman**, **Karen Karnowski**, **James Jenks**, **Karen Hintze**, **Mary Gardner**, **Thomas Despasque**, **Ann Decarnelle**, **Suzanne White**, **Jeanne Mayer**, **Linda Drouillard**, **Karen Ashlock**, **Vickie Freeman**, **Darlene Graham**, **Julie Honken**, **Joni Iwasaki**, **Petersen Gage**, **Lynn Lehr**, **Anita Collins**, **Dennis O'Shea** and **Mark Laing**, telephone sales trainees, Los Angeles. **Grace Steinmetz**, **Carol O'Donnell** and **Valorie Mayer**, telephone sales trainees, San Mateo. **Robin Wuersching**, clerk typist, printing services, San Francisco. **Elizabeth Reyelts**, clerk typist, station, Los Angeles. **Constance Ogilvie**, secretary, pensions & group insurance, San Mateo. **Karen Vistica**, clerk typist, treasury, San Mateo. **Walter Demorae** and **Katherine Leal**, telephone sales agents, San Mateo. **Robert Black**, **Paul Anders**, **Valerie Murray** and **Alan Mixon**, station agents, Houston. **Stacey Powell** and **Jeffrey Hamblin**, station agents, Salt Lake City. **Gary Camozzi**, station agent, San Jose. **Laurie Winterling**, station agent, Reno. **Marion Kusanovich**, secretary, international operations, San Mateo. **Allen Luke**, junior clerk, station, Burbank. **David Lambert**, station agent, Edmond. **Debbie Frank**, ticket agent, Burbank. **Thomas Wiley**, aircraft router, San Mateo. **Charles Shipp**, mail clerk, San Francisco. **Pamela Ellis**, junior clerk, station, Phoenix. **Lon Torman**, sales representative, Rio de Janeiro. **Bonnie Gomes**, executive secretary, general accounting, San Mateo. **David Ruthstrom**, data processing control clerk, Phoenix. **Kathleen Paige**, secretary, labor relations, San Mateo. **Emma Cinco** and **Elvira Adamis**, intermediate revenue accounting clerks, San Mateo. **James Strong** and **Theresa Workman**, computer operations supervisors, Phoenix. **Georgia Elliott**, **John Brunner**, **Damon De Weerd**, **Theodore Camp** and **James Airhart**, cleaners, Seattle. **Patricia Emerson**, station agent, North Bend. Credit Union, Seattle: **Marcia Kean**, teller/cashier. Credit Union, San Mateo: **Annette Sandoval**, cashier.

## New managers: Calvin, Miszak and Moravek

Three new managers have been named. They are:

**Michael L. Calvin**, promoted to cargo marketing administration manager, San Mateo; **Joan Miszak**, joining the company as flight attendant training manager, San Mateo; and **Raymond I. Moravek**, coming to us as data processing manager, Phoenix.

**Calvin**, 32, joined the company in 1968 as an aircraft routing clerk in Phoenix and was a telephone sales agent in Phoenix and Los Angeles in 1970-75. He was named charter pricing analyst in 1975 and charter specialist in 1977.

He earned a degree in marketing and accounting at Phoenix College and also attended Cerritos College in Norwalk, Calif.

**Miszak**, 26, most recently was training manager for Central Management Corp. in Phoenix. Previously, she was training supervisor for American Express in Phoenix and taught at Phoenix College and in England. She was a flight attendant for TWA in 1972-73.

She earned a bachelor of science degree in communication from Central Michigan University and a master of arts in communication and information processing at Arizona State University. She also did doctorate study at ASU in behavioral psychology.

**Moravek**, 43, has been data processing manager with American Express in Phoenix since 1977. Previously, he worked for Hallmark Cards in Kansas City and Douglas Aircraft in Long Beach, Calif.

He earned a bachelor of science degree in business administration and data processing from California State University in Long Beach.

## PROMOTIONS

**Dennis Kephart** and **Forrest Waymack** to quality control technicians, Phoenix. **John Shettler** to lead maintenance technician, Denver. **Russell Matter** to lead cleaner, Phoenix. **Douglas Dansereau** to lead cleaner, Seattle. **Russell Benson** to ground serviceman, San Francisco. **John Swope** to lead maintenance technician, Salt Lake City. **Nelson Dewees** to maintenance supervisor, Phoenix. **Harold Cumberlin** to assistant maintenance manager, Los Angeles. **James Leach** to assistant maintenance manager, Denver. **Steven Merkle** to flight attendant assistant manager, Seattle. **Robin Gower** to senior programmer, Phoenix. **Marilyn Luster** to employ relations representative, San Mateo. **Joseph Andryshak** and **Douglas Piper** to maintenance supervisors, Phoenix. **Ted Thivierge** to schedule analyst, San Mateo. **Karen Rivas** to telephone sales instructor, Los Angeles. **Cathy Vogel** to programmer trainee, Phoenix. **Gary Pastore** to flight attendant customer service training supervisor, San Mateo. **Linda Jacobs** to executive secretary, stations, San Mateo. **Ruth Cowan** to flight attendant assistant manager, Phoenix. **Deborah Smith**, **Anita Jorgenson** and **Marina Plissak** to intermediate revenue ac-

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# TRAFFIC SCOREBOARD

	March '79	March '78	% Change	April '79*	April '78	% Change*	May '79*	May '78	% Change*
Passengers	474,383	500,730	- 5.3	543,420	461,059	+17.9	559,432	485,842	+15.1
Revenue pass. miles	244.9 mil.	222.6 mil.	+10.0	299.1 mil.	198.3 mil.	+50.8	292.8 mil.	197.0 mil.	+48.6
Available seat miles	419.1 mil.	347.6 mil.	+20.6	418.9 mil.	333.8 mil.	+25.5	432.8 mil.	345.1 mil.	+25.4
Load factor	58.4%	64.0%	- 8.8	71.4%	59.4%	+12.0	67.7%	57.1%	+10.6
Passenger density	55.8	61.2	- 8.8	69.6	56.9	+22.3	65.9	54.6	+20.7
Average trip miles	516.2	444.6	+16.1	550.4	430.1	+28.0	523.5	405.5	+29.1
Cargo ton miles	1,097,706	986,203	+11.3	1,399,607	914,916	+53.0	1,363,873	1,021,250	+33.5
Cargo tons boarded	2,279	2,286	- 0.3	2,842	2,183	+30.2	2,719	2,467	+10.2
On-time performance	74.9%	83.7%	- 8.8	60.6%	89.8%	- 29.2	82.0%	93.5%	- 11.5
Charter passengers	26,148	15,519	+68.5	21,643	12,374	+74.9	12,671	9,987	+26.9
Charter miles flown	254,624	164,571	+54.7	214,204	137,622	+55.6	130,120	110,298	+18.0
Employs	5,145	4,579	+12.4	5,186	4,605	+12.6	5,189	4,632	+12.0
		<b>Year-to-date</b>			<b>Year-to-date*</b>			<b>Year-to-date*</b>	
Passengers	1,369,572	1,383,660	- 1.0	1,912,992	1,844,719	+ 3.7	2,472,424	2,330,561	+ 6.1
Revenue pass. miles	684.1 mil.	610.8 mil.	+12.0	983.2 mil.	809.1 mil.	+21.5	1,276 bil.	1,006 bil.	+26.8
Available seat miles	1,188 bil.	999.4 mil.	+18.8	1,607 bil.	1,333 bil.	+20.5	2,039 bil.	1,678 bil.	+21.5
Load factor	57.6%	61.1%	- 6.2	61.2%	60.7%	+ 0.5	62.6%	59.9%	+ 2.7
Passenger density	53.9	58.4	- 7.7	57.8	58.0	- 0.3	59.5	57.3	+ 3.8
Average trip miles	499.5	441.4	+13.2	514.0	438.6	+17.2	516.1	431.7	+19.6
Cargo ton miles	3,079,648	2,665,159	+15.6	4,479,255	3,580,120	+25.1	5,843,128	4,601,370	+27.0
Cargo tons boarded	6,504	6,238	+ 4.3	9,346	8,421	+11.0	12,065	10,888	+10.8
On-time performance	73.2%	79.8%	- 6.6	70.1%	82.3%	- 12.2	72.4%	84.6%	- 12.2
Charter passengers	60,856	37,888	+60.6	62,499	50,262	+24.1	95,170	60,248	+58.0
Charter miles flown	616,266	412,807	+49.3	830,470	550,429	+50.9	960,590	660,727	+45.4

\*Results affected by competitors' 58-day labor dispute, April-May 1979.

## Employees, passengers agree: Business Coach space, comfort and quiet its primary advantages

Our passengers are far more pleased with Business Coach service than employees expected.

That's the finding of a recent survey of employees who were asked for their response to Business Coach and what they thought passenger likes and dislikes were.

Surveys of both employees and passengers covered all aspects of the new service—from reservations through baggage claim.

In almost every case—including employee attitude and friendliness, service, amenities and overall impressions—Business Coach passengers expressed more satisfaction than employees had perceived.

In one case, employees and passengers agreed. Eighty-nine percent of the employees said that they thought Business Coach passengers would use the service again on future trips. The same percentage of passengers said, yes, they would continue to use Business Coach.

Out of 12 categories, by far the greatest percentage of employees and passengers said that space, comfort, quiet and the separate compartment were the primary advantages of Business Coach.

A primary concern of employees was that "the company can't be making

money with Business Coach."

"Our primary objective is not just to get an additional \$10 from a passenger who otherwise would be in coach," said Jan Soderstrom, Northern California regional marketing director and former advertising director who coordinated the surveys.

"The fact is that Business Coach is attracting passengers who otherwise would travel on a competitor simply because they want to fly first class. We're giving them what they want more than any other amenity—space, comfort and quiet. And in most cases we're giving it to them for a fare lower than first class."

"So we're not just generating an additional \$10. In many cases, the whole price of the ticket is new revenue," Soderstrom said.

A misconception expressed in the employee survey was that many Business Coach passengers were flying on regular coach tickets but had been upgraded due to a full coach section.

In the first four months of 1979, 200,636 passengers flew in the front section. Only 2,256—or 1.1 percent—were "upgrades".

More than 450 employees responded to the survey. About 400 were public contact employees—flight attendants, station agents and telephone sales agents.

## McManmon promoted to senior director

James L. McManmon—a member of overseas project management since the program began nearly 10 years ago—has been promoted to senior director of overseas operations.



McManmon

He was project manager in Burma, our first overseas program, beginning in 1970. He was named Asia contracts director in 1973 and overseas project director in 1976.

McManmon, 47, first joined the company in 1957 as a mechanic for West Coast and was promoted to supervisor in 1964. In 1966, he went to Laos as maintenance superintendent for Air Amrica.

He returned to the company in 1968 as district maintenance manager in San Francisco.

McManmon attended Lane Community College in Eugene and served in the U.S. Air Force.

## Canada sales, service headed by Ferguson

David W. Ferguson has been promoted to director of sales and service for Canada.

He will oversee station operations and marketing activities in Alberta and report to the staff vice president of marketing & sales and the senior director of stations.

Ferguson, 33, began his airline career with Western Airlines in 1964 as a station agent and later passenger service supervisor in Calgary.

He came to Hughes Airwest in 1972 as a station agent and was named sales representative later that year and district sales manager in 1973. He had been sales manager for Canada since 1974.

Ferguson studied business administration and marketing at Mount Royal College and the University of Calgary.

## Dennis Anderson named Calgary station manager

Dennis A. Anderson has been promoted to Calgary station manager.

He joined the company in 1966 as a station agent in Calgary and was promoted to chief agent in 1973.

Anderson, 32, is chairman of the Calgary Airline Operator's Committee, comprised of representatives of the scheduled airlines serving the city. He previously served for two years as vice chairman.

Other new station manager and sales & service manager assignments, by city, include:

- Des Moines—Tom Reedy;
- Eureka—Roger Hellie;
- Houston—Jim Wells;
- Klamath Falls—Jim Smith;
- Oakland—Fred Hykal;
- Redmond—Don Kocina;
- San Diego—Howard Parker;
- San Jose—Nick Newman.

## Bargain 'Summer Fantasies' for employees

Hughes Airwest is offering "Summer Fantasy" employee packages at Puerto Vallarta and Mazatlan through Nov. 15.

Included are: three days, two nights starting at \$7.57 including tax per person, based on double occupancy, in Mazatlan at a choice of 13 resort hotels, and from \$12.59 at a choice of seven hotels in Puerto Vallarta; cocktails at nightly parties.

Rates are available for extra nights, single rooms, 3-to-a-room (in Puerto Vallarta) and 3- or 4-to-a-room (in Mazatlan).

Eligible are full time employees and eligible spouses, children and retirees of Hughes Airwest and other airlines with applicable agreements with the company. Parents are not eligible. Identification is required at the hotels.

For fully descriptive brochure and reservation form, contact the pass bureau, San Mateo, or MTC, 246 So. Robertson Blvd., Beverly Hills, Calif. 90211.

Reduced rate and pass agreements have been added or changed with eight airlines. Now offering 50, 75 and 90 percent discount rates are PSA, Air California, Aer Lingus, UTA and Inter-Island (American). Air Florida has 50 and 75 percent rates and a \$10 one-way fare. Eligibility, frequency and procedures vary.

Other changes include: an increase by Lufthansa to three 90 percent tickets available annually to each employee and eligible immediate family member; inclusion of parent eligibility for annual 90 percent discounts on American.

Details are in the recently revised travel benefit charts in the Master Manual, available in department offices.

## First state salutes 35 years of service

More than 150 state and local officials and Treasure Valley business leaders honored Hughes Airwest April 11 for 35 years of air service to Boise and other Idaho cities.

Governor John Evans proclaimed "Aviation Day" throughout the state in observance of the anniversary.

The City of Boise and the Boise Chamber of Commerce commemorated the event by presenting the airline with a special proclamation and plaque.

The tributes from Gov. Evans, Boise Mayor Richard Eardley and Chamber President Gene Thomas were accepted by Mike Murphy, staff vice president of public affairs, at a civic luncheon.

"We are proud to have helped build a solid travel partnership with the residents of Treasure Valley," Murphy said, "and are very appreciative of this recognition being paid to us today."

"Hughes Airwest is looking forward to providing even better air service in Idaho in the future and further strengthening Boise's position as a major transportation crossroads in the Northwest."

### Croson honored

Tom Croson has been elected to the Hall of Fame of the American Society for Aerospace Education.

He was a co-founder of our earliest predecessor company, Zimmerly Air Transport, and later held various executive positions until he retired from Hughes Airwest in 1970. (See photo with accompanying Boise story.)

Since retirement, he has represented the company by lecturing at a variety of aviation and aerospace programs. He has one of the West's most extensive private libraries on aviation history.



Mrs. Alice Cook serves commemorative cake to (from right) Tom Croson, Idaho Gov. Evans and Mike Murphy, staff vice president of public affairs.

Murphy said the airline's future in Treasure Valley calls for refinement of Boise as a collection and distribution hub for flights to and from the Pacific Northwest.

We will add five departures from Boise, for a total of 18 daily, on July 1, including new service to several cities (see story on front page).

The original sign that hung over the airline's first ticket counter in Boise was presented by Murphy to the Chamber of Commerce for display in its Aviation Hall of Fame.

Also on hand for the event was aviation historian Tom Croson, a co-founder of Zimmerly Air Transport, our earliest forerunner and pioneer air carrier in the Gem State.

Master of ceremonies was Glen Lungren, vice president of First Security Corp. of Idaho, and brother of Ed Lungren, Phoenix captain.

Also attending were Mike Conroy, regional marketing director, and Juan Sparhawk, regional public affairs director, both of Seattle; Don Cooper, Idaho district sales manager; and four retired captains who first flew for Zimmerly and Empire Airlines—George Cooke, Bufford Flahaven, Clancy Hall and Marshall

Smith—and their wives, all living in Idaho.

The Boise-Hughes Airwest partnership began on April 11, 1944, when Zimmerly initiated intrastate air service at Boise and other Treasure Valley communities with a single-engine Cessna Airmaster. It seated only four persons, including the pilot. The carrier became Zimmerly Airlines in mid-1945.

In March, 1946, Zimmerly became Empire Airlines and in September of that year inaugurated interstate air service between Boise and 12 other airports in the Northwest. In August, 1952, Empire merged into West Coast Airlines.

During the first year of the airline's scheduled interstate service through Boise in 1947, nearly 3,000 Treasure Valley travelers flew with the carrier. Ten years later, in 1957, local boardings had jumped 450 percent to 16,700.

Boardings rose another 120 percent to 37,000 in 1967 when jet service was introduced through Boise with four departures daily.

In 1978, we boarded 147,000 Treasure Valley passengers at Boise Air Terminal.

Our Boise work force totals 47. Local payroll in 1978 exceeded \$1 million, or 25.3 percent more than in 1977.



The sign that hung over our first ticket counter in Boise was presented for display in the Aviation Hall of Fame in Boise.

## Philippine aviation assistance starts up

Ten employes will soon be on their way to Manila as part of our new overseas technical assistance project in the Philippines.

They will provide total maintenance support for the two Boeing Advanced 727-200 trijets we will be leasing to Philippine Airlines for two years. Eight technicians will be headed by Bob Semones, maintenance control manager in Phoenix, who will be project manager, and Chuck Faulkner, recently promoted to maintenance manager in Phoenix, who will be quality control supervisor.

One 727 will be delivered to Philippine in mid-July and the other in mid-August. They will be painted in Hong Kong and serve routes throughout the Far East.

We are providing pilot training of eight crews (24 pilots) and two supervisory captains for the trijets at our training facility in Phoenix and in Manila. Two crews have completed training so far.

In May, the stations department provided procedures and weight and balance training in Phoenix for four Philippine instructors.

The agreement also calls for us to handle purchase of all aircraft parts for Philippine's fleet. This will be accomplished by a special staff led by John Huffman, senior director, at international headquarters in San Mateo.

Robert K. Jorgensen, former staff vice president of international technical services, assumed the position of deputy chief executive-operations for Philippine Airlines as part of our assistance program in January.

The new support programs are directed by Jim McManmon, senior director of overseas operations, San Mateo.

Similar aviation assistance programs are continuing in Saudi Arabia, Mauritania and Argentina. Forty employes are assigned to those projects.

Another project, with TOA Domestic Airlines of Japan, will begin in early 1980. Forty to 60 pilots will receive DC-9 training in Phoenix during an 18 to 24 month period.

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## Women in Aviation

*A unique panel of women aviators highlighted announcement of contestants in the second annual Hughes Airwest Air Race Classic (see front page photo). The forum and the Classic, which was held this month, were coordinated by Jill Hoffmann, public relations representative. Following is an account of the forum by Frank Bies, assistant editor of Sundancer, our inflight magazine.*

It was billed as a rare opportunity—a fusion of the past, present and future.

At Northrop University in Los Angeles in May, four women, whose combined experiences span a half-century of aviation history, gathered to salute the second annual Hughes Airwest Air Race Classic and to advise a group of students about careers in aviation.

While the forum celebrated the role of women in aviation history, it was in itself a historic occasion: the women, all prominent figures in their own right, had never been in the same room at the same time.

But each was aware of the others' achievements—

- Margaret "Rhea" Seddon, a physician and one of six women selected as a U.S. astronaut candidate.
- Mary Wallace "Wally" Funk, the first woman investigator for the National Transportation Safety Board (NTSB).

- Julie Ames, Hughes Airwest first officer, one of only a handful of women to achieve the rank of commercial airline pilot.

- And Bobbi Trout, a contestant in the first women's air race derby in 1929.

Each of the panelists recounted interesting and amusing anecdotes about their experiences aloft, but the primary focus was aimed at the young women in the audience who were encouraged to explore opportunities in aviation.

Bobbi Trout, representing aviation's early days, told how she was hypnotized at a young age by the sights and sounds of airplanes overhead. The appeal of flight lured her into the field and, after a stint as a demonstration pilot, she entered the Powder Puff Derby's inaugural race in 1929, along with Amelia Earhart.

She told the students, "If you go in as one of the buddies, without rolling your eyes and expecting a romance, you'll do all right. You have to look at being in the aviation business. We (women) may not have the muscle, but we have it up here," she said, tapping her head.

Julie Ames is the daughter of an airline pilot (the late Ernie Clark, pilot for predecessor Southwest/Pacific for 17 years). She said her "interest in becoming a pilot was spawned by my father." But following in her father's footsteps was not an easy task,

even though aviation ran in her family. (Her husband, Richard, also is a Hughes Airwest first officer.)

Five years after her father died, Ames soloed for the first time. For the next 12 years, she worked on raising her ratings.

When she started her airline career, she was confronted with a "show me" attitude. Her first commercial airline job was as a pilot with a commuter carrier. "In the beginning, a lot of pilots saw this woman in the cockpit and the first thing they did was make sure I was competent. Even though I was a second pilot, I had to command the aircraft on my own while they sat back and watched. As a woman, I had to be tested . . . to see if I could be one of the boys."

In 1977, she became our second woman pilot.

Wally Funk, representing administrative aspects of aviation in the present, offered some rather sobering advice to young people contemplating an aviation career. As a pilot, she trained U.S. Army cadets and was a qualifier for the first women in space program in 1961. She is the only woman investigator for the NTSB.

"The keys to expression and mental stability in this profession are proficiency, attitude and discipline," she said. "You have to throw out the egos and the attitude so that you can show them who you are."

Funk added, "There is a tremendous amount of development in aviation right now, and all of you will be right in line for the opportunities in the future. Jobs are sexless. An airplane doesn't know what sex is driving it. The industry wasn't ready for women in its early days—although we've been around from the very start—but now the field is wide open."

Rhea Seddon, representing the future, echoed Funk's sentiments. "The opportunities are unlimited and now is the ideal time for young people to become involved. Those airlines that have hired women want to hire more because they have proved they can do the job."

The space program candidate cautioned the students about setting their sights too high, however. "Only six of 1,500 applicants were selected for the space program," she said, "which makes it awfully competitive. But many other opportunities in aerospace are opening" in such fields as engineering and interior design.

With that, the forum ended and the students went off to view vintage aviation films while the panelists discussed the bounty of experiences they had amassed.

"The women here have laid the groundwork for those of us who are succeeding in aviation now, not only in flying aircraft but in aerospace as well," Seddon said. "Perhaps what we've done will make it easier for these young women students."

## TRANSITION . . .

(Continued from inside)

counting clerks, San Mateo. **Chester Rosenberg** to computer operator, Phoenix. **Michael Brown** to chief ticket agent, Spokane. **Clarence Fields** and **Michael Jewitt** to chief station agents, Seattle. **Linnie Talman** to chief ticket agent, Seattle. **Robert Hosking** to chief station agent, Salt Lake City. **George Gates**, **Richard Vidiak** and **David Dewitt** to chief station agents, Tucson. **Dennis Sarnecki** to chief station agent, Edmond. **Rosanne Cano** to secretary, employment, San Mateo. **Roy Searcy** to chief station agent, Houston. **Susan Luce** and **Patrick Tucker** to chief telephone sales agents, Los Angeles. **Maureen McCann** and **Rethia McDowell** to chief telephone sales agents, San Mateo. **Marlene McLachlan** and **Miguel Rodriguez** to station agents, San Francisco. **Billie Goforth** to chief station agent, Los Angeles. **George Connelly** to chief station agent, Milwaukee. **Vernon Keefover** to chief station agent, Denver. **Russell Smith** to chief station agent, Burbank. **Phillip Bauer** and **Faust Giordano** to chief ticket agents, Burbank. **James Arnone** to chief crew scheduler, Phoenix. **Mary Geiger** to telephone sales assistant manager, Los Angeles. **Walter Hodge** to telephone sales assistant manager, Phoenix. **Annaly McPherson** to telephone sales assistant manager, Seattle.

## RETIREMENTS

**Jack Surbridge**, captain, San Francisco, after 32 years with the company.  
**Al Butt**, maintenance manager, Phoenix, 23 years.  
**Alex Kosloff**, captain, Seattle, 20 years.  
**Bill Brooks**, regional stations manager, Canada, 20 years.  
"Van" **Van Gaveren**, technician, Phoenix, 17½ years.  
**Chuck Gillespie**, operations assistant, San Mateo, 15½ years.  
**Chris Bickelman**, telephone sales agent, San Mateo, 10½ years.  
**Rita Brown**, flight attendant, Phoenix, 10 years.  
**Kathy Neary**, flight attendant, Phoenix, 7 years.  
**Jim Bremner**, flight attendant, Seattle, 6 years.

## SERVICE ANNIVERSARIES . . . (Continued from inside)

### FIVE YEARS

**OAKLAND**—**Bruce Streetman**, station agent. **SEATTLE**—**Karol Andersen**, **David Parsons**. **Clinton Bech** and **Paul Longden**, telephone sales agents. **Rita Smith**, **Peggy Carter**, **Pamela Ildstad**, **Constance Withington** and **Mary Imboden**, flight attendants. **PHOENIX**—**Lavieta Todd**, telephone sales agent. **Michael Creech**, **Thomas Collard**, **Samuel Raynovich**, **Jose Perez**, **Frank Hight** and **James Mayer**, hangar maintenance technicians. **Charles Parkyn**, stock clerk. **John Walker**, cleaner. **George Looney** and **Robert Erickson**, avionics technicians. **Charles Cumming**, engine technician. **Robert Stecco**, production control analyst. **Rebecca Boaz**, **Vera Manuz**, **Pamela Flores**, **Irma DeLeon** and **Mark Buell**, flight attendants. **LOS ANGELES**—**Gail Warren**, **Ronald Carlson**, **Margaret Papke** and **Irene Davila**, telephone sales agents. **Fernando Fernandez**, ticket agent. **Stephen Day**, station agent. **Paulette**

**Burch**, chief station agent. **SAN MATEO**—**Marilyn Hoppe**, **Joyce Heydl**, **Sigrid White** and **Paulette Grace**, telephone sales agents. **Yvonne Passos**, **Toni DeLoura** and **Joyce Soldano**, intermediate revenue accounting clerks. **ORANGE COUNTY**—**Patrick McGinnis**, station agent. **SAUDI ARABIA**—**Gary Timm**, administration manager. **LAS VEGAS**—**Michael Courtney**, cleaner. **Palma Jaia**, **Barbara Stowell** and **Neva Ruder**, flight attendants. **Phillip Riley**, station agent. **Larry Minear**, ticket agent. **SAN FRANCISCO**—**Marian Moneymaker** and **Vickie Hunter**, flight attendants. **SAN JOSE**—**Michael Carrell**, station agent. **SPOKANE**—**Lawrence Prince**, station agent. **Shirley Spinnell**, ticket agent. **EDMONTON**—**Wilbert Griffith** and **Ingrid Fisher**, ticket agents. **MAZATLAN**—**Alejandro Cardenas**, passenger service agent. **CABO SAN LUCAS**—**Oscar Graciano**, porter. **TOKYO**—**Kiyoko Morita**, secretary, sales. **AUSTRALIA**—**Kay Berglin**, South Pacific regional sales manager.

## SALE . . .

(Continued from front page)

The sale price represents a discount of nearly 67 percent. The lowest fare currently available on any airline is \$30—with restrictions and/or seat limitations.

If successful, the unique fare will be offered in other markets starting in the fall, and perhaps systemwide later, according to Bill Maloney, staff vice president of marketing & sales.

We offer five nonstops daily in each direction between the two state capitals.

"This innovative fare will offer passengers who are not on rigid schedules an opportunity to fly at a substantial discount," Maloney said, "and aid us in filling seats that otherwise might leave empty."

The ticket sale also will take place during a period when passenger handling is slowest at the airports.