

A Transatlantic Shopper's Guide: Free Bikes and Bergman Flicks

Thirty-three years ago this June the Pan American flying boat *Dixie Clipper* pattered from New York to Lisbon on the first transatlantic commercial passenger flight. In the frantic summer months ahead, Pan Am, twenty-five other scheduled airlines, six U.S. supplementals, and a flock of European non-skeds will carry some 1.5 million Americans abroad. That historic flight in 1939 dragged on for almost a full day, with a refueling stop in the Azores. Today Pan Am, TWA, and TAP, the Portuguese airline, fly to Lisbon in six-and-a-half hours—about the time it took the *Dixie Clipper* to churn from the Azores to Portugal. Americans looking for places to go and airlines to fly will find the pickings more abundant than ever this summer. You may cross the ocean under the tender care of a Japan Air Lines hostess or confront the saucy chutzpah of an El Al sabra. Following is a shopping list for transatlantic travelers.

Pan Am—Despite mounting losses, the pioneer carrier will open a huge \$92-million airline terminal at Kennedy Airport in June, designed to push a load of 747 passengers through government formalities in fifteen minutes. By mid-October a two-level roadway will be installed so you can drive to within seventy-six feet of your departing flight—but Dad will have to go park the car. Wide-ranging schedule is a Pan Am trademark. Nonstop flights to Europe from New York, Boston, Washington, Detroit, Los Angeles, Philadelphia, San Francisco, San Juan, and Seattle. New service to Bergen, Norway. Restored service from San Francisco to London. Other nonstop destinations “over there”—Amsterdam, Casablanca, Frankfurt, Glasgow, Lisbon, London, Paris, Reykjavik, Rome, Santa Maria (Azores), and Shannon. Half the flights are by 747; some go out in the morning, a good way to beat jet lag.

TWA—Flies even more often than Pan Am, with 167 flights leaving each week for Europe. Though the International Air Transport Association limits range and variety of service, TWA has put on comfortable seats with added leg room and inflated back support; middle seat in tier of three opens into a table. Choice of three entrees in economy, five in first-class. Smoking section gets mature movie; nonsmokers see the family fare. One of few airlines serving Europe and West Coast nonstop. Three flights a week San Francisco-London; daily Los Angeles-London. Midsummer 22-to-45-day rate from

California, \$442; from East Coast, \$313. Which is why charter business booms in West.

PIA—Stands for Pakistan International Airlines, at the other end of the spectrum from Pan Am and TWA. Newest line to go transatlantic, PIA will start three-flights-a-week service from Kennedy to London and onward at the beginning of April. Industry watchdogs wonder if PIA will meet the deadline, what with civil trouble still erupting at home, its managing director plucked to head the Pakistani Air Force, and the profitable service to Dacca cut off. Green-and-white 707 will have latest (10:45 p.m.) departure from JFK so passengers don't get to London before hotel beds are made up. Lights-out section will give sleepy passengers chance to snooze through midnight supper.

El Al—Sends twenty-seven midsum-

mer flights a week from Kennedy to Tel Aviv; 747s are packed with 392 economy seats, only eight in first class. “Our service is essentially democratic and informal,” admits an El Al official. “A flying bar mitzvah without the bar mitzvah boy,” was a recent flier's impression. Nonstop New York-Tel Aviv flight (fourteen a week) lasts just over eleven hours, one of the world's longest. El Al is proud of filling 65 per cent of its seats year round and 99 per cent in July and the week before Passover.

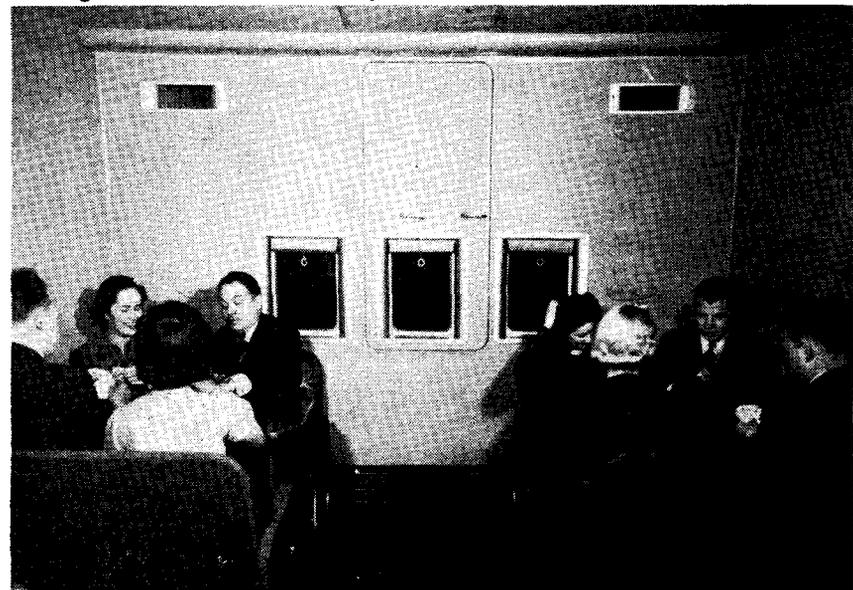
Aer Lingus—The Irish know how to fill planes too. Some 40 per cent of the traffic is ethnic—Irish-Americans going back to the sod. After an hour in the air it feels like an airborne Irish pub. Thirty-seven flights a week from New York, Boston, Chicago, and Montreal. Two-week fly-and-drive tours (guesthouse, breakfast, and rented car) start at \$300 from Boston, \$403 from Chicago. Jumbo jet is divided into sections representing the ancient provinces—Ulster, Munster, Connaught, Leinster—and Tara, the former seat of Irish kings.

BOAC—Robert Morley commercials

Pan Am wishes it could always fill the 747, as it did on 1970 inaugural.



Passengers had plenty of time to play on first Pan Am crossing in 1939.



stress British accent and atmosphere on BOAC, which is what you get. Many of its stewards have worked in stately British homes. Nonstop flights from Boston, New York, Philadelphia, Washington, Miami, and Chicago in 707, 747, or VC-10. Two-week London Super Show Tour, a BOAC invention, has proved a big hit. For \$364 you get not only round-trip fare, bus transfers, hotel room with full English breakfast but also such miscellany as free use of Polaroid camera if you buy \$25 worth of film, guest membership in a London casino, and \$15 discount on custom-tailored suit.

Finnair—Daily DC-8 (except Sunday) from New York to Helsinki via Amsterdam and sometimes Copenhagen. Finnish hostess in leather maxi circulates and socializes through entire flight. "Our girls have been billed as 'deliciously shy'—it's a term we hear quite often in North America," says a Finnair man, no friend of feminists. U.S.-bound flights serve Finnish food such as reindeer chops.

Japan Air Lines—Only one hostess is in kimono, but all exude Japanese charm and deference. "When everyone has been served, they don't sit down and smoke a cigarette," says a well-traveled Atlantic flier. "They walk up and down the aisle to see what you need." JAL's four-flights-a-week DC-8 service from New York to London hasn't cut into bigger carriers' business, so you can get three seats to yourself, more sleep, and a wet towel when you wake up.

Alitalia—Washington nonstop will be added in May, joining New York, Philadelphia, and Boston. Food may be Italian, but some of the stewardesses aren't. Well-educated, bilingual, young Italian women are hard to recruit, preferring less yeowomanly work. So Holland, England, Germany are tapped. Alitalia and other European carriers

promise to keep youth fares down around \$200 instead of accepting 1972 raise to \$313.

National—You thought Pan Am and TWA were the only U.S. flag carriers flying the Atlantic? National will introduce 747s next month for daily round-trip between Miami and London. Southern Californians are finding it wise to connect with London through Miami and avoid JFK tangle.

Air France—Getting busier all the time, Air France will have forty-nine flights a week this summer to Europe, including nonstop 707s from Houston and Boston and nonstop 747s from Los Angeles. France's finest started flying transatlantic twenty-six years ago in June with weekly DC-4 "Ciel de Picardie" service. Food has long been the hallmark. Even in economy class you eat the best of Air France's food, prepared in its own kitchens; many other carriers use catering services.

Lufthansa—Company slogan "Führend im Service" (leading in service) was coined years ago and still applies. Personnel have learned to relax heel-clicking efficiency, however. Frankfurt caterer blends the best of German food into the menu. Economy passengers may eat favorite national dish, Kasseler Rippchen mit Sauerkraut und Erbsenpuree, Berlin's version of roast pork loin. First-class Senator service offers six entrees including sauerbraten and chicken fricassee, Berlin-style. At tea time, a keg of Dortmund beer is tapped. Like many of its rivals, Lufthansa has trouble bringing off the in-flight movie. Coming home from Germany in first-class, you pay \$2.50 and get a skiing flick in German. Flights from New York, Chicago, Philadelphia, Boston, Los Angeles, Montreal, and Anchorage.

Swissair—Another airline that puts service first. Jumbo has a *maitre de cabine*, a sort of first sergeant who keeps the hostesses moving. Swiss

stewardesses are trilingual, at least. Unlike most European carriers, company is three-fourths private. Another oddity: It made money last year, \$8-million. Service from New York, Boston, Chicago, and Montreal. On one of the newest package tours, you bicycle through the Alps (downhill, presumably) and get to take the bike home.

Czechoslovak Airlines—One of the newest in the transatlantic race, CSA is finishing its second year of New York-Prague service. Five flights a week planned for midsummer. CSA picking up business with ethnic and second- or third-time European travelers. Actually, it got into transatlantic derby ten years ago with Prague-Havana service. Flies Russian IL-62s.

Air India—Shares with JAL the reputation for most attentive service, according to veteran Atlantic hoppers. Flies daily New York to London and on to India. In June it will increase seat capacity 40 per cent by putting on 747s six days a week (707 on Tuesday). India being a long and expensive trip, the airline concentrates on British and Continental packages, including a London-Paris show tour.

SAS—Ingmar Bergman on the in-flight movie? *Wild Strawberries* and *The Virgin Spring* were among the Bergman offerings on transatlantic runs this winter, proving that Disney and Day aren't the only airborne idols. SAS rolls out another of its fabled exports, the flying smörgåsbord. Flights from New York, Chicago, Los Angeles, Seattle, Anchorage. New service this summer thrice a week from New York to Stavanger, Norway's southwest seaport.

KLM—The people that brought you Hans Brinker and the kid who shoved his finger in the dike try to make flying a child's joy. To that end, KLM buys 6,000 toy automobiles a year and gives them away in the air. Nonstop 747s from New York and Chicago to Amsterdam; one-stop service from Houston via Montreal. KLM was the first European carrier to fly transatlantic after the war, stopping at Glasgow and Gander before landing at the old Marine Air Terminal at LaGuardia. Has added Oriental cuisine to its menu, combination of Chinese and Indonesian, backed by Heineken.

Iberia—It doesn't do much ethnic business, but the Spanish carrier notes that 58 per cent of its passengers are women, often young, and perhaps in search of Spain's mystical, romantic aura. Flies to Madrid, Málaga, Las Palmas. From New York, Boston, Montreal, and San Juan. One of many lines to extend successful eight-day winter tour packages through April. Sample: New York-Madrid for \$210 plus minimum of \$70 in land arrangements.

TAP—Transportes Aéreos Portu-

Your Literary I.Q.

Conducted by David M. Glixon

MASQUERADE

Here are the titles of a dozen works of fiction, drama, and poetry—paraphrased by synonyms or puns or distorted in other nefarious ways. Their authors' abbreviated names are listed alphabetically. The perpetrator is Carolyn H. Breecher of Atlanta, Georgia. The masks are removed on page 82.

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|---|----------------|
| A. <i>Summer-Rise</i> () | 1. Charles D. |
| B. <i>Way Down Under</i> () | 2. Elmer R. |
| C. <i>Intuitive Football Player on a College Team</i> () | 3. Ernest H. |
| D. <i>Hot Dog with Beer</i> () | 4. James B. |
| E. <i>A Sixth of an Hour Has Elapsed</i> () | 5. Jean G. |
| F. <i>Tied Up in Knots</i> () | 6. John O. |
| G. <i>See Red in Retrospect</i> () | 7. Mary S. |
| H. <i>Offspring Gets Up Too</i> () | 8. Maxim G. |
| I. <i>Apostle's Skillet</i> () | 9. Maxwell A. |
| J. <i>The Road in View</i> () | 10. Samuel B. |
| K. <i>Zoo Cat Escaping</i> () | 11. Victor H. |
| L. <i>Anticipating Nice Vowel</i> () | 12. William S. |