

Spokane-Los Angeles nonstops start July 1

Hughes Aircraft will inaugurate non-stop Spokane-Los Angeles service July 1. The new flight—one nonstop daily in each direction—are the result of new authority granted by the Civil Aeronautics Board.

A civic ribbon cutting, reception and luncheon will be held on the first day to salute our newest route.

The southbound flight will depart Spokane at 9:25 a.m. and arrive in Los Angeles at 11:55 a.m. The northbound flight will depart at 4:10 p.m. and arrive at 6:25 p.m.

The new service will be in competition with United Airlines, which resumed nonstop service at the same frequency as ours on June 30. Both airlines also operate flights between the two cities with one and more stops.

Our flights also will serve Edmonton and Calgary north of Spokane, and San Diego and Tucson south of Los Angeles.

The new non-stop flights between San Diego and Tucson will compete with similar service by American Airlines.

The July 1 schedule also includes additional service, in one or both directions, to several other markets. These include Seattle-Spokane, Spokane-Salt Lake City-Los Angeles, Ontario-Las Vegas, Burbank-Phoenix, Seattle-Reno (via Portland), Las Vegas-Salt Lake City, Las Vegas-Orange County and Spokane-Lewiston-Boise.

Systemwide, we will be offering 43 more departures and 2.6 million more available seat miles (ASMs) a week than under the current schedule.

Compared with last summer, we will operate 172 more departures and 11.8 million more ASMs a week.

All three flight attendant domiciles represented in latest 'Top Banana' awards

Four flight attendants have received the "Top Banana" award. They are:

- Ricardo Santana, Phoenix;
- Linda Faust, San Francisco;
- Priscilla Lee, San Francisco; and
- Chen Pigrven, Seattle.

The four were awarded the trophies for mention in five complimentary letters from customers. A total of nine employees have received the award.

Eighty-four more employees have received the "Top Banana" pin for their (Continued over)



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Four more get education boost



Scholarship winners from Spokane, El Centro, San Francisco and Phoenix

Winners of the company's 1977-78 scholarship awards were honored at an international headquarters luncheon May 17. Pictured (from left, seated) are Curtis Lohhoff, Paige Peterson, Mark Schneider and Linda Ecklund. Standing behind them are the scholarship committee and the recipients' proud parents (from left): Glenn P. Smith, Edwin N. Altman, Bruce and Alice Lohhoff; Dwight and Winifred Peterson; Marilyn and Sy Schneider; Joas and Larry Ecklund; Jim Heugert; and Tom Hall. (See story)

Four teenagers have been chosen to receive the company's 1977-78 scholarship awards worth up to \$1,000 each.

This is the third year dependents of employees have been named for the awards. Eight winners selected previously are currently attending university and receiving the scholarships.

- This year's winners are:
- Linda Ecklund, 18, daughter of Larry Ecklund, station agent, Spokane;
 - Curtis Lohhoff, 18, son of Bruce Lohhoff, station agent, El Centro;
 - Paige Peterson, 18, daughter of Dwight Peterson, captain, San Francisco; and
 - Mark Schneider, 17, son of Marilyn

Schneider, flight attendant assistant manager, Phoenix.

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

- Mary Dooley (first runner-up), 18, daughter of Patrick Dooley, captain, Phoenix; and
- Jennifer Buchanan, 17, daughter of Dale Buchanan, first officer, Las Vegas.

All six teenagers graduated from high school this month.

A record 54 dependents applied for the awards this year. Finalists were selected and interviewed by the scholarship committee comprised of Glenn P.

Smith, chairman of the San Mateo County Community College District, Edwin N. Altman, operations vice president, and Tom Hall, personnel director.

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

With four new recipients being chosen each year for the renewable scholarships, after next year up to \$400 will be divided annually among 16 students.

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

The very first banana?



Douglas Aircraft published this photo next to our "Top Banana" aircraft caricature in a recent issue of their publication. They asked if employee could identify it, or if perhaps it was the "First Banana." They got three responses—from a Boeing employee in Seattle and from Yugoslavia and Italy. They three agreed it was a Bristol B.N.2, a French WWI experimental bomber. It had four HS AFB engines, but no one claimed that Bb stood for "First Banana."

So. Calif.-Denver interchange traffic looking pretty good

Early statistics indicate that our interchange service with Frontier Airlines is attracting the expected number of passengers.

The company and Frontier had forecast they would carry about 107 passengers a day during June on the flights linking Burbank and Orange County with Denver. Bookings during the first 12 days of the month averaged 112.

Orange County service is catching on faster than Burbank, as expected. Forecast for the Orange County-Denver market was 71 daily passengers. We actually carried 82. Burbank forecast was 36 passengers. Thirty used the service daily.

June traffic is weaker at Burbank partly because of a one-month Civil Aeronautics Board exemption for Continental Airlines to offer a daily one-stop flight between Burbank and Denver.

The 50 per cent introductory fare offered April 24-June 1 created the desired rapid awareness and trial of the new service, Rick Gostyle, market development senior director, said.

More than 7,700 passengers were boarded on interchange flights during May. More than 70 per cent of these were traveling on the discount fare. United and Continental matched the discount, from Los Angeles International.

We will offer the 50 per cent fares for 30 days on new service starting July 1 linking Spokane-Los Angeles, Spokane-San Diego and San Diego-Tucson (see story above).