



TIGER REVIEW

虎 航 空 公 司



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WINNER OF FIRST SUGGESTIONS AWARD

On March 10, 1950, John Grago was presented with a check for \$10.00 as a reward for submitting the first acceptable idea. The suggestion submitted is a drawing of a ridged two-point towing attachment for pulling engines that are secured on bucks.

Congratulations Johnny, on being number one on our suggestions parade.

Mr. Fred Benninger, Treasurer and General Manager, in making the presentation, stated that 'We need more ideas from our employees to assist us in keeping F.T.L. the leader in the field of air cargo transportation. No matter how small or how large your suggestion is, be assured that it will receive careful and adequate consideration. It is certainly to our mutual advantage to constantly strive to improve our method of operations'.

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-JOIN !! RED CROSS-

V. P.
GEORGE CUSSEN REVIEWS
 "49 - "50

George Cussen, Vice President of sales, in reviewing FTL operations for '49 - '50 stated that.

'A little more than one year ago we discussed the possibilities the hazards and the problems confronting the forward progress of our Company to that ultimate goal to which we have dedicated ourselves namely the zenith of the shipping public, FTL - 'The Best and The Most Efficient'.

A year ago we were not certain that we would be permitted to remain in business long enough to forge for ourselves the reputation for service and efficiency so necessary to our continued acceptance and success. A favorable business reputation is neither gained nor lost by one incident but rather by a continuous succession of demonstrations to those we serve and of our ability to merit this confidence. The keystone of this reputation was laid during 1949. During 1950 and the years to come we must not relax our efforts to build upon this keystone the pyramid of business integrity.

During the past year we received our Certificate of Necessity and Convenience from the Civil Aeronautics Board enabling us to take our place among the recognized transportation companies of the nation. The need for the transportation of merchandise by air has been recognized by the

highest air transport authority in the United States, the C.A.B. What does this mean ?

It means that recognition places grave responsibilities on each and every one of us. The certificate promised nothing more than a chance, without interruption, and under Federal supervision to develop for ourselves the airfreight potential so definitely recognized. There is nothing in the certificate implied or otherwise which guarantees us the necessary volume to meet our costs of operation and provide a reasonable return on the investment.

The funds necessary to meet our costs of operation and provide a reasonable profit come from thousands of shippers who use the Flying Tiger Line in preference to other cargo carriers and there are many carriers who want this business and are constantly alert to take advantage of any of our lapses in service.

In '49 we called attention to the fact that competition is greater today than when this company was founded. As we enter 1950 competition is greater, more alert and possesses more airfreight know-how than a year ago.

During the past year competition has constantly tried to raid the business we developed. In most cases they were not successful. They were successful in these cases only because we failed to meet the exacting standards of service demanded by our patrons.

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DID YOU KNOW THAT :

FTL was the first to fly flowers in bulk ?

Did some one of our people along the line forget that all we have to sell is service ? Did someone fail to give adequate and factual information ? Did someone fail to realize our solemn responsibility to the shipper or consignee ? Did we drop our guard for awhile and smugly believe that the shipper had used our service for a long time and would continue to do so ? Competition was watching. When he saw us drop that that guard, when he learned of a lapse in our service technique he moved in with the interest and enthusiasm we should have shown in the account while we had it. And the result ? We lost the business.

During the past year, to help in accomplishing our objective of 'FTL The Best and The Most Efficient', we have increased the number of points served, establishing six additional stations. The addition of more points is contemplated. We have secured additional C-46 and C-54 aircraft to augment the fleet. We contemplate an advertising campaign and a more vigorous public relations campaign.

However, these are all physical things - tools which if properly used by experienced, loyal and conscientious personnel, can take us far. But without the necessary drive, ambition, knowledge, courage or just the simple desire of our people to be of SERVICE to our customers, the physical things alone cannot accomplish our objectives.

Let us again in 1950 and in the

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DID YOU KNOW THAT :

FTL was the first to fly Aircraft engines ?

years ahead resolve to continuously strive to give our customers just a little more in courtesy and service than they have become accustomed to expecting from other carriers and in so doing we as a team, will have laid another brick on the cornerstone of our reputation as 'FTL The Best and The Most Efficient'.

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FTL DELIVERS
BABY EN ROUTE

Crew members Murray, Bradshaw, Olson and Stiles on flight 55 while en route from Lydda to Aden, Tel-Aviv, officiated at the birth of a bouncing baby boy. They were ably assisted by Nurse May Dis-mind. Mother, father, baby, pilot and copilot all doing well.

Not to be outdone by the overseas boys, Al Mikluscock of our ground crew, delivered a baby boy at his home. Although mother and baby are doing well, the father has not fully recovered as yet.

1st PACIFIC TV STA

The Flying Tiger Line performed another outstanding task by flying the television antenna for Station KPIX from Camden to San Francisco. The antenna which was installed on top of the Mark Hopkins Hotel is the first television station to go on the air in San Francisco.

The antenna which was 100 feet in length and weighed five tons, was flown in thirty-one foot sections together with about 6,000 pounds of delicate and valuable camera and television equipment.

Again, FTL air shipment saved thousands of dollars in installation cost by delivery vitally needed equipment in ample time for the contractor to meet his schedule.