

# Tigerreview

OFFICIAL PUBLICATION OF THE FLYING TIGER LINE, INC., BURBANK, CALIF.

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## Tiger Employee Profit-Sharing Plan Is Set

### FTL SUPER H CONNIE SERVICE REPLACES C-46s OCTOBER 10th

The All-Constellation air freight service, announced in the August issue of the Tigerreview, is scheduled to go into operation on October 10.

On that date, the airline will withdraw all C-46 equipment from its domestic system, U. S. Airfreight Route No. 100, and will replace it with a fleet of six Lockheed Super H Constellations.

The new service represents one of the most important schedule revisions ever attempted by an airline. It is of vital importance to every employee of the company.

The Burbank general offices have been the scene of continuous series of meetings of all executive personnel to plan the new service. Extensive studies have been made of the best way to use the new fleet so that shippers from coast to coast will be given a service unmatched by any other airline.

A promotional program has been developed which represents the largest single effort ever made by any airline to expand air freight traffic. More than \$100,000 will be expended in promotional efforts alone in October to center the attention of the shipping public on the new service.

#### Heavy Sales Efforts

Sales blitz teams from throughout the system will concentrate on the Pacific Northwest, New England and the Midwest to develop new traffic as the Super H fleet makes its bow to these areas.

Here is what Sales will be selling to the shipping public:

The first through all-cargo service from the Pacific Northwest to the Midwest and East.

The first through all-cargo service from New England to all major Pacific Coast points.

The largest all-cargo lift of any airline off both the East and West coasts. There will be two flights nightly out of both San Francisco and Los Angeles to the Midwest and East, with a true non-stop flight from Los Angeles to New York.

The only all-Constellation air freight service in the United States. The Super H is the largest, fastest air freighter in commercial service and Flying Tiger operates it exclusively in this country.

Chicago will be offered the finest all-freight air service ever attempted by an airline with the largest lift ever provided by a single carrier.

The fastest air freight schedules ever flown will be incorporated in the new Super H operation.

Flying Tiger's overall air freight service will be the largest daily air lift of any airline.

#### New Service Gets Name

To spark the new service, the airline's advertising agency, Hixson & Jorgensen, has come up with a dynamic new name.

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### What All Employees Should Know About "The Big Reach"

"The Big Reach" is one of the most important steps ever made by The Flying Tiger Line — vital to the company, vital to each employee.

It represents an all-out effort to get air freight over the profit hump. No airline has made so great an effort as Flying Tiger to solve this problem. The \$28,000,000 investment in the new Lockheed Super H Constellation fleet is proof of that alone, to say nothing of all the time and money expended in operating and selling the service.

Flying Tiger, operating the Super H exclusively in the United States, has a great equipment advantage.

When a profitable operation is attained through "The Big Reach," we will have set a pace in industry beyond any previous accomplishment.

But more than that, we insure the stability of the company and our own jobs.

So, it is just plain common sense for each one of us to know all we can about "The Big Reach" and do all we can to put it over.

It's job security and money in your pockets.

### Hawaii, Japan Trips At Bargain Prices

Jack Keillor, agency and interline manager of Northwest Airlines, announced the completion of plans to conduct four airline employee group tours to Hawaii and the Orient this winter.

The Hawaiian tours, scheduled for November, permit any airline employee and his family to fly to Hawaii from Seattle and return for \$176.65. The tour price includes eight days at Waikiki Hotel, cocktail parties, sightseeing and a Hawaiian Luau.

The Orient trips, to be made in November and next March, will cost \$563 from Seattle to Tokyo and return. The price will include 10 days in Japan, all accommodations and sightseeing in a number of Japanese cities.

Reservations can be made through any Northwest Airlines office.

### 25¢ Dividend Voted

The board of directors of The Flying Tiger Line has declared the semi-annual dividend of 25 cents per share on the five per cent preferred stock, Series A, payable December 16, 1957, to stockholders of record November 1, 1957.

### Company Antes \$100,000 to Start; Employees Given Chance to Invest

The long-awaited Flying Tiger Employee Profit Sharing and Retirement Plan was formally announced on October 1, although the Plan technically became effective July 1, 1957 under its provisions.

The program, which represents two years of study and research by President Bob Prescott and a planning group of company executives and outside authorities on such plans, is being launched by a \$100,000 contribution from the company.

Starting October 1, employees will have the opportunity of investing up to a maximum of six per cent of their gross salaries as a savings program.

Booklets explaining the program together with application blanks have been forwarded to all employees presently eligible to participate in the plan. As other employees become eligible, the Personnel Department will forward the explanatory booklets and application blanks to them.

If an eligible employee has failed to receive a booklet and application blank, he may obtain one either through his supervisor or from the Personnel Department.

(Continued on Page 3)

### Cason to Charter Sales

James R. Cason has been appointed contract sales manager for the United States in The Flying Tiger Line's contract and charter division, Brian Hayhoe, sales director, announced.

Cason will be in charge of the development of traffic within this country for the overseas contract operations of the airline.

Formerly manager of charter sales for Slick Airways, Cason began his airline career in 1939 with Eastern Airlines, where he was regional cargo manager. He also served as sales development manager for Swissair.



Jerry Priddy, who put out a lot of fires around second base as a major leaguer, learns something about another kind of fire protection — for airplanes — from Flying Tiger's veteran Joe Baker (right) manager of service sales and contracts. Priddy, who holds the American League record for the most double plays by a second baseman — 140 — has joined Flying Tiger operations as assistant to Vice-President Frank Lynott. A veteran of 20 years in baseball, 13 with the major leagues, Priddy starred with the New York Yankees, Washington Senators, St. Louis Browns and Detroit Tigers. He was one-half of the sensational Rizzuto-Ia-Priddy double-play combination, the other being the Yankees' great shortstop, Phil Rizzuto.

### The Big Reach: What YOU Can Do To Put It Across

The Flying Tiger Line's new all-Constellation air freight service, scheduled to start October 10, is one of the most important events in the long and eventful history of our company. Your stake in it, as an employee, is vital.

Its success will depend in a great measure on the job each one of us does.

One of the most important things we can do is to know all about this new service — what it is, where it goes, what it provides.

Every department will be supplied with the promotional material that tells about it. Please read it so you can talk "The Big Reach" to everyone who might be able to use it. Understand it so that if you answer a telephone, you can provide the right information quickly and accurately.

In addition to the promotional material, every office will receive a supply of "Big Reach" placards. Put them up where you can see them every day. Every employee will be given buttons to wear to advertise the program personally.

Your support, your enthusiasm for a truly great program, may well be the key to its success and to an impressive start on the profit-sharing plan which the company is now offering to employees.

Here is our first chance to make the new profit-sharing plan work!

## All-Cargo Carriers' 6-Month Gain Exceeds Combination Carriers'

The nation's all-cargo carriers showed the largest over-all traffic increase in the first six months of 1957, compared with the combination passenger-cargo lines according to a report of Air Cargo, Inc., issued this month.

Cargo carriers recorded a total traffic gain of 15.63 per cent in all categories, against 9.95 per cent for the combination carriers.

The largest gains were made in air mail and air express, where the cargo carriers' traffic was up 411.60 per cent in air mail and 364.81 per cent in air express. Combination carriers showed a decline of 12.20 per cent in air mail and 11.32 per cent in air express. Surface mail transported by the cargo carriers was up 30.83 per cent against a decline of 1.23 per cent for the combination carriers.

In the major category, air freight, the cargo carriers registered a gain of 14.10 per cent against 26.65 per cent for the combination carriers, the only class of traffic in which the combination lines surpassed the cargo lines in per cent of gain. However, final figures for the cargo carriers were not available at the time the report was prepared, so an exact comparison of business done by the two groups was not possible.

The report showed that the cargo lines flew 64,635,802 ton miles of air freight against 107,756,684 for the combination carriers but, as previously pointed out, final reports on the cargo lines' traffic were not available.

Air freight forwarders showed substantial traffic gains for the first six months of the year. The number of shipments received from freight sources was up 50.56 per cent to a total of 1,291,456, while the total weight of shipments gained 19.30 per cent to a figure of 29,804 tons. Gross revenues reached \$15,609,774, a gain of 41.31 per cent, and payments to air carriers, totaling \$9,263,564, were up 42.88 per cent.

### Tigers Elected to IATA

The Flying Tiger Line, largest of the nation's overseas contract airlines, has been elected to an associate membership in the International Air Transport Association.

The airline conducts extensive overseas contract operations across the North Atlantic to Europe, from Europe, from Europe to Australia and across the Pacific from the United States to Japan.

### NEW CONSTELLATION SCHEDULE

Flying Tiger's new Super H Constellation schedules, representing the largest, fastest air freight lift ever flown, will provide these key services to major terminals (all times are local):

A San Francisco-Los Angeles-New York non-stop. Originating in San Francisco at 8 p.m., the aircraft will fly to Los Angeles, departing there at 10:30 p.m. arriving in New York at 9:25 a.m., and Boston, 12:10 p.m.

Another flight will depart Los Angeles at 11 p.m., arriving Chicago at 7:05 a.m., Detroit, 11:40 a.m., and Cleveland 2:45 p.m.

A third flight will originate from the West Coast at Seattle at 6 p.m., departing Portland at 7:45 p.m., San Francisco 11:30 p.m., and arriving at Chicago, 7:55 a.m., Binghamton, 2:00 p.m., and Newark, 4:25 p.m.

Westbound, a Newark flight will depart at 10:30 p.m., arriving Chicago at 12:45 a.m., and Los Angeles, 6:25 a.m.

Another flight will depart Cleveland at 12:30 a.m., arriving Detroit, 1:15 a.m., Chicago, 2:45 a.m., Burbank, 9:40 a.m., and San Francisco, 12:50 p.m.

A third flight leaves Boston at 8:30 p.m., arriving Hartford at 9:15 p.m., New York, 11 p.m., Chicago, 2:45 a.m., San Francisco, 10:05 a.m., and Seattle, 3:55 p.m.



Tom Greer (left), who recently moved from station manager at Cleveland to take over the same job at the big Burbank base of The Flying Tiger Line, gets a welcome from the Los Angeles sales manager for FTL, Bernie Tenney (right), while Cargo Supervisor Bill White looks on. Greer joined the airline in 1948 as a part-time cargo handler at Cleveland.

### Kentucky Paper Tells Tiger Pilot's Story

An extensive feature story on The Flying Tiger Line and one of its pilots, Dan Rush, recently appeared in the Paducah, Ky., Sun-Democrat, which circulates in Dan's home town, Metropolis, Ill.

Marie Kidd, a correspondent for the newspaper, learned that Dan commutes between his home and his job at New York International Airport. The result was a feature story on the airline and Dan's job.

Dan, who flies the North Atlantic for FTL as a co-pilot, dodges the busy traffic of New York and gets home to Metropolis, 1,000 miles from his base, between flights by flying his own single-engine ship back and forth between the two cities.

A pilot since his 16th birthday, when he soloed, Dan has been flying 14 years, nearly seven of them for the Tigers on both domestic and overseas runs.

## Ford Appointed To Engineering Flight Position

The appointment of Robert Ford, veteran airline captain and test pilot, to a new post of operations engineer in the FTL Flight Department was announced by E. A. Pinke, director of flight operations.

Ford will be responsible for coordination on operational problems between Flight Operations and Maintenance.

"With the establishment of this position," A.E. Pinke said "we will be able to study in detail all types of flight operating problems. We expect to achieve better control over and improve technical operations of all aircraft in our fleet. A result should be better co-ordination with maintenance to solve operating problems as they arise.

"For example, in seeking the cause of engine failures, we can make the detailed study necessary to determine whether we are operating the engines wrong and thus improve operating techniques, or whether a maintenance procedure is at fault, or whether it may be a combination of both.

"We also expect to get together better information on what other operators are doing in our field which may help solve some problems."

Ford has been an airline captain for more than 20 years, serving with Pan American on its Pacific and Atlantic operations from 1933 to 1952. Later he was with Overseas National Airlines and Lockheed Aircraft Service. With LAS, he served as chief pilot for the patrol and transport sections and participated in tests on the development of the Super H Constellation. He holds licenses as both pilot and navigator.

## KNOW YOUR FLYING TIGERS

### Second in a Series of Company Officials and Department Heads



**William E. Bartling**

Vice-President of Research and Development. A native of Indiana and a graduate of Purdue University in Engineering, Bill Bartling began his aviation career as a Navy dive bomber pilot. He flew with General Claire Lee Chennault's Flying Tigers in China, becoming an ace. At the end of the war, he returned home to join President Bob Prescott in the formative days of The Flying Tiger Line. He flew as a pilot, later supervising the airline's operations and now heads up the company's aircraft development program.



**Norman L. Meyers**

General Counsel, Vice-President and Director. A graduate of the Yale Law School, he also holds a Ph.D. in Economics from Yale. Before forming his own law firm in Washington in 1937, he served with the Federal Power Commission, Petroleum Administration Board of the Department of the Interior, and the Securities & Exchange Commission. One of the foremost lawyers in Washington, he has served as general counsel for the airline since President Bob Prescott began formation of the company in Washington in 1945.



**John C. Cosgrove**

Director. Widely known national insurance executive, he is president of Cosgrove & Company, Inc., of Illinois, executive vice-president of Marsh & McLennan - Cosgrove & Co., vice-president of Sixth & Ardmore Corp., vice-president of affiliated Cosgrove companies in Los Angeles, New York and San Francisco and a director of the insurance companies as well as the City Transit System of San Diego, Telautograph Corp., and the San Diego Transit Systems. A graduate of Stanford University, he is prominently identified with many Southern California civic activities, including the Los Angeles Community Chest, YMCA, and Southern California Tennis Ass'n.



**Allen T. Chase**

Director. One of the founding directors of The Flying Tiger Line, he has been identified with aviation for many years as president of Standardized Aircraft, as well as a board member of FTL since 1945. He is a graduate of the University of California. Recently he completed organization of the world's largest rice-growing projects in Australia — Territory Rice Ltd., comprising 500,000 acres, and Esperance Plains Ltd., which spans 1,500,000 acres. He is president of both companies.



**Houston Rehrig**

Director. Prominently identified in the box- and food-manufacturing industry for many years, he is president of the Rehrig-Pacific Co., and a partner of the Rehrig Manufacturing Co., of Los Angeles. He is also a director in several other companies, in addition to The Flying Tiger Line, on whose board he has served since 1948. He is a director of Boys Republic and has extensive California agricultural interests.

## 95 From Detroit Parish Visit Italy via Super H Constellation

A parish priest who recognized in his own desire a common longing of many of his parishioners to visit once again the land of their birth was the moving spirit behind one of the most interesting low-cost group travel flights made to Europe in the summer of 1957 on a Flying Tiger Line Super H Constellation.

As a result of his work, Father Dominic Rossi of one of Detroit's older parishes, San Francesco, took 95 persons to Rome. It was the first all-parish venture by air from the Detroit Archdiocese.

Plans for the trip began last winter when Fr. Rossi, who keeps in touch with his scattered parishioners by a monthly newsletter, began thinking of all those who, like him, had emigrated to the United States from Italy and had never returned, as well as many first-generation Americans who had never seen their parents' homeland.

So, he asked himself, why not organize a pilgrimage. A suggestion in his newsletter brought an immediate response. A committee of Holy Name men and Sodalists went to work organizing the trip. Reservations came from family groups, from couples and young, single persons. Of the 95 who finally boarded the Flying Tiger Super Constellation one bright morning at Detroit's Wayne Major airport, only six were not American citizens and the passengers' ages ranged from 10 to 63.

### Papal Audience

An itinerary included an audience with the Holy Father and visits to the Roman basilicas. Then the tourists visited Assisi, Pisa, Naples, Florence, Milan and Venice. Some took extra trips to European shrines outside Italy and to homes of relatives living elsewhere on the Continent.

For Fr. Rossi, it was his first trip home in 10 years, where he

was reunited with a brother and two sisters.

As for the trip, itself, he was amazed by the swiftness with which the Super H took him, back to Italy.

"Before I came to Detroit," he said, "I was assigned to missionary work in Brazil. There life was primitive. We traveled on horseback, by canoe or afoot when we had to. A short journey took days, even weeks. Now I will get on your airplane at Detroit and in less than 20 hours I will be in Rome. The contrast is pretty amazing, isn't it?"

The story of the trip received nearly full page attention in the Michigan Catholic, publication of the Archdiocese.

### Benninger Addition

Fellow employees in the General Offices at Burbank got an extra dividend in September from Fred Benninger in the form of an ample supply of candy and cigars (no cigarettes from the company's top-ranking cigar smoker!) when his wife gave birth to their first son, Thomas Michael.

Born at Encino Hospital, he weighed eight pounds, 13 ounces. He is the Benningers' second child. They have a daughter, Christine, who is five years old.

## Tiger Profit-Sharing Plan Set

(Continued from Page 1)

Employees immediately eligible are those who have been with the company a year prior to July 1, 1957, and who are less than 64 years of age. Employees become eligible to join the plan every six months — on June 30 and December 31. Thus, the next group of employees eligible to join will be those who complete a year of service on any date between July 1, 1957, and December 31, 1957.

### Employees May Invest

Employees joining the plan may make contributions through payroll deductions, investing any amount between one and six per cent of their salaries. Or they may become a member simply by signing the application blanks without making any contribution. However, by making contributions, an employee greatly increases his savings toward the day of retirement.

The company's contribution is made annually after the end of its June 30th fiscal year. The company figures its income for tax purposes during the year, excluding profits from the sale of fixed assets (such as aircraft). From such profits, it subtracts six per cent of the company's net worth as of the close of the preceding fiscal year. Twenty per cent of the remaining profit is then contributed to the plan. The only limitation on this payment is that under U.S. Treasury regulations it may not exceed 15 per cent

of the total salaries and wages paid to participants.

The company's contribution is then divided among the participants of the plan in proportion to each employee's compensation. Detailed explanation of this allocation is made in the explanatory booklet.

The plan permits any employee to withdraw his own money upon retirement, through disability, lay-off or termination. He may also withdraw a portion of the amount credited to his account from the company contribution, the portion being based upon length of time he has been a member of the plan and an employee of the company. Again, detailed explanations of the method of figuring his withdrawals are given in the explanatory booklet.

The plan is managed by a five-man Employee Benefit Committee appointed by the company's Board of Directors. All funds deposited by employees and the company are held by a trustee, the Chase Manhattan Bank of New York, one of the world's largest banking institutions. The trustee, with the approval of the committee, invests the money put into the plan and each employee is credited annually with his share of interest and dividends earned on investments and any capital gains or increase in investment values within the preceding year, less the moderate expenses incurred in operating the plan.



Chief stewardess Pat Wassum of Flying Tiger Line, based in San Francisco, passes magazine to "passenger" aboard a mythical flight of the new Lockheed Electra prop-jet transport. Pat and a dozen other stewardesses representing major independent airlines toured the cabin interior mockup of the new airliner, which will begin service next year, as a highlight of the first national meeting of the newly organized National Chief Stewardesses' Association held at Lockheed Air Terminal, Burbank, California.

## 'Production Control' Unifies Departments

Consolidation of the functions of the Material Control and Production Planning Departments into a single department to be known as Production Control was announced by Neil B. Berboth, vice-president of maintenance and engineering.

Donald M. Fry, who has been in charge of Production Planning, will head up the consolidated department as Superintendent of Production Control. Art Klein, who is in charge of Material Control and has been on leave of absence, will continue in charge of stores and stock as Superintendent of Stores.

Berboth said the present planning functions of the new department, which include the control of engines, airframe and shops, will be augmented by the planning and control of material.

GIVE TO YOUR  
RED CROSS BLOOD BANK

Here is the first of a three-ad series on The Big Reach campaign. It will appear in newspapers in all Constellation cities and adjacent areas served by The Flying Tiger Line.

# THE BIG REACH

## IS COMING!

### with Lockheed All-Cargo Super-H Constellations

**ON OCT. 10**, an entirely new kind of air freight service will be inaugurated. Once again Flying Tiger is first with the finest!

**EVERY PLANE**... on every flight... will be the all-cargo Lockheed Super-H Constellation, world's largest and fastest airfreighter. It streaks across country at 331 miles an hour. Carries 21½ tons... 33½% more than the next largest airfreighter.

**EVERY FLIGHT** will be a "Super DayBreaker" transcontinental flight. Every Flying Tiger city will enjoy *through service*. Your shipments will go *all the way* in one swift, sure movement!

Years ahead of all others, Flying Tigers ordered a fleet of the new "Super-H Connies," whose performance makes the Big Reach possible. No other domestic airline has the planes to provide this finer, faster all-cargo service. Yet it will cost **NO MORE THAN ORDINARY AIR FREIGHT.**

**NEVER BEFORE SUCH SERVICE FOR FLYING TIGER SHIPPERS!** The "Big Reach" will offer the *fastest all-cargo schedules ever flown*. Both New England and the Pacific Northwest now will be served by transcontinental "Super-H Connie" flights, instead of "feeder" flights with C-46 planes. This *triples* the capacity of every flight to and from these areas. Between virtually any two airports we serve, Flying Tigers will have the fastest all-cargo service and the greatest all-cargo lift of any airline. Phone now for complete system schedules.

Special Household Goods Service combines Flying Tiger air speed with United Van Lines packing, pickup and delivery at any distance from airports. Phone for complete information.



## FLYING TIGER LINE

world's first and largest all-cargo airline - our 13th year of "can do" service

**PORTSMOUTH 7-8200**  
5833 S. Central Ave., Chicago, Ill.

NEW ALL-CARGO LOCKHEED SUPER-H CONSTELLATIONS WILL FLY EVERY SCHEDULE



## Flying Tiger Stewardess Is Pianist and Dramatic Actress

The current Broadway musical hit, "My Fair Lady," has a special appeal for one of Flying Tiger's stewardesses, Almuth Bachman.

As an actress in her native Germany, Almuth once starred in a theater production of George Bernard Shaw's "Pygmalion," on which "My Fair Lady" is based. In the role of Eliza, who in the show blossomed from an unkempt Cockney waif into a London society favorite, Almuth drew rave reviews from German critics.

It is doubtful whether any of the stage Elizas, even when finished and polished at show's end, had any edge on the real life Almuth who has already had an exciting career as actress, singer and pianist.

Almuth was drawn to the life of a Flying Tiger stewardess a year ago by her joint desires to travel and to save time for her serious study of piano. Between flights on FTL's North Atlantic

tourist runs, she can be found in her New York apartment most of the time practicing.

She is the grandchild of Johannes Muller, well-known writer and religious philosopher in Europe, who died in 1949.

After graduating from school in 1942, she continued to study piano, which she has played since she was seven years old. She studied in Munich with one of Germany's top pianists, Rose Schmid.

At the same time she began to study dramatic art. Her first contract was with a small theater in Munich, in 1946, but she soon moved to Mainz (near Frankfurt) where she acted for three years.

In 1953 she came to the United States, sponsored through Louis Mayer, sculptor, and one of Dr. Albert Schweitzer's closest friends.

She worked for two years with the United Nations as a guide before joining The Flying Tiger Line.

## FTL Completes Christmas Isle-London Flights

The Flying Tiger Line has successfully concluded another long-range flying assignment which included operations virtually across the top of the world.

Arctic Circle flying is nothing new to the airline's flight and maintenance personnel, who figured prominently in the now-famous DEW Line operations several years ago.

However, the trips flown recently through the Arctic Circle region were on a somewhat different scale. They involved an 8,528-mile operation from London to Christmas Island in the Pacific.

The trips were flown in the transportation of scientists and aviation authorities of the British Air Ministry under contract with British Overseas Airways Corp.

The route flown by Flying Tiger crews was from London to Frobisher Bay, on Baffin Island in

## Flight Officers Qualify

The Flying Tiger Line's Constellation familiarization program for flight personnel, which began last March as the airline started to receive delivery of its new Super H Constellation fleet, has been completed, E. A. Pinke, director of flight operations, announced.

During the program, the airline qualified approximately 100 captains and 110 co-pilots for Constellation assignments and 85 flight engineers.

### SUPPORT RED FEATHER

northeastern Canada, to Seattle, Honolulu and Christmas Island. The island is 1,390 miles from Honolulu.

E. A. Pinke, director of flight operations, said multiple crews took the aircraft out of London to Seattle, where single-stage crews then flew on to Honolulu and Christmas Island. Crew changes were accomplished at Seattle and Honolulu. Each round-trip involved about 60 hours of flying.

## FTL-United Van Pact Finalized, Agents Alerted

W. R. Lynn, FTL agency manager, announced this month that the Flying Tiger Line-United Van Line agreement, for the air movement of household goods, became effective September 9. All sales and station personnel have been supplied with selling and handling information on the new tie-up.

Lynn said that special tote boxes, designed to handle the shipments, have been distributed to the key van line stations. The distribution of information bulletins and sales material is underway to all FTL and United Van Line representatives and Lynn said he expects to see the first traffic moving in a few weeks.

"It will take a little time for the United Van people to familiarize their personnel with the program," Lynn said. "They must cover several hundred van line agents and, as soon as this is done, we may expect to see an initial movement of traffic."

Tote boxes weigh 155 pounds each and are six feet high by three and one-third feet long and three and one-half feet wide. The boxes were initially spotted with United Van Line agents in Seattle, San Francisco, Oakland, Rosemead, Calif., Chicago, and Detroit.

Conferences are being arranged between sales and station personnel of Flying Tiger-United Van Line in all FTL terminal cities to develop plans for joint sales efforts. Generally speaking, United Van Line agents within a 100-mile radius of FTL terminal points will be most active in the program.

The plan calls for United Van Line agents to sell air transportation on movements where it will especially benefit the customer. United Van will perform all packing, pickup and delivery, with FTL being responsible for aircraft loading and air transportation of the shipment between its terminals.

The best after-dinner speech a man can make is to say to his wife: "Dear, let me wash the dishes."

## HAYHOE SPEARHEADS GROUP-TRAVEL DRIVE

A fall campaign for low-cost group travel business for 1958 was begun this month by Brian Hayhoe, sales manager for FTL's International Charter Division, with the dispatch of a series of letters to more than 50 presidents of American colleges and universities pointing out the possibilities for group study and travel in Europe for students.

At the same time, letters went forward to a list of 450 Roman Catholic parishes in the United States, calling attention to the in-

creased travel opportunity that will be available to those planning religious tours of Europe next year through the use of The Flying Tiger Line's low-cost group travel plans. Particular attention was directed to the 1958 Lourdes Festival.

Flying Tiger employees have a special opportunity to earn attractive bonuses on such trips by providing the Charter Sales Division with leads on prospects for tours or by actually completing charter contracts, on which commissions will be paid.



FTL Stewardess Almuth Bachman, shown here at her New York grand piano, practices between flights on the North Atlantic tourist run. Almuth is also an experienced dramatic actress. (See story on this page).

## Super H Connie Service

(Continued from Page 1)

The service will be called — "THE BIG REACH."

For this is exactly what Flying Tiger will be offering the American shipping public—the first true big reach in transcontinental air freight.

Every flight will be a transcontinental through flight. In effect, in one huge sweep, Flying Tiger will airlift shippers' freight from coast to coast, cutting transloading operations to an absolute minimum.

Every major city served by the airline will be covered with large-size newspaper advertisements telling about "The Big Reach."

A direct mail campaign will reach more than 50,000 shippers and prospects.

Special mailers will be sent to Pacific Northwest shippers, interline connections, morticians and stockholders telling them about the new service.

Sales crews and agents will be equipped with complete merchandising kits, including new printed

schedules, file folders, Constellation give-away hats and paper airplanes, loading charts, brochures, shipping stickers, speech material and picture blowups for appearances before civic and traffic groups, color speech slides and lapel buttons signalling the arrival of the new fleet.

### 10-Day Sales Drive

Sales crews under the direction of John Higgins, assistant vice-president of sales, General Sales Manager Pete Albert, and Regional Sales Managers Hal Bauer, San Francisco, Bob Blanks, Detroit, and Frank Clain, New York, will canvass the new service areas of the Pacific Northwest, New England and the Midwest for 10 days starting September 30, to tell the story of "The Big Reach".

Open-house inspection of the Super H is being programmed for Boston, Hartford, Portland and Seattle. Widespread publicity is planned in those and other Constellation cities, all aimed at achieving the highest load factor in company history.

## THE FLYING TIGER LINE

LOCKHEED AIR TERMINAL • BURBANK, CALIF.



Hitch-hiking as cargo from Portland to Seattle is this World War I British Spad, owned by Swede Raiston and shipped to Pete Bauer, Basing engineer, for an overhaul. Wings were removed and the early fighter was stowed aboard a C-46, according to Joe Ryan, Portland district sales manager. The Spad had been flown in a Portland air show. Ryan hit the jackpot when this picture of the Spad being readied for its piggyback ride was picked up by the United Press and distributed nationwide by telephoto.