

Tigerreview

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

VOL. 11 NO. 5

NOVEMBER, 1957

Nation Hails Tiger Super H Schedules

Newsweek Cites Tiger 'First' As Big Thrust Into Jet Cargo Age

Nobody Wants To Wait — That's Giving Air Freight Its Biggest Thrust Ever Into the Jet Cargo Age

That's the way Newsweek, one of the leading national weekly news magazines, headed its recent comprehensive study of the present and future of the air freight industry.

Discussing increases in traffic in both domestic and overseas freight shipments, Newsweek Associate Editor John A. Conway wrote "The long-awaited boom in air cargo was getting off the ground."

"The palmy days of the first postwar years (when probably 1,000 carriers were in the air) had faded. But the handful of all-freight lines left were either making money or reaching for the black ink—"

Writing of the past emphasis on speed and emergencies, Newsweek pointed out the changing character of the industry by quoting Tiger President Bob Prescott as saying: "Our first customers were the traffic managers, but more and more we're finding the company treasurer comes to us. He is the one

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NET INCOME UP IN FALL QUARTER

With gross revenues gaining 84 per cent, net income and special items of The Flying Tiger Line for the September quarter of the 1957-58 fiscal year rose sharply to \$1,001,515, compared to \$38,818 in the same quarter last year, Robert W. Prescott, president, announced.

The earnings were equivalent to \$1.01 a share on 983,635 shares of outstanding common stock. Quarterly earnings a year ago totaled 4 cents on 886,796 shares.

Net income from operations for the September quarter, which marks the start of the carrier's fiscal year, totaled \$497,443, compared to a deficit in the same quarter last year of \$116,834. Net income before special items and after taxes and interest was \$265,973. Special items resulting from a gain on the disposal of aircraft totaled \$735,542 after applicable federal taxes.

The gain in gross revenues, which increased to \$9,466,631 compared to \$5,150,538 a year ago, resulted from the introduction of

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New Service Hailed

Tribute to the Flying Tiger Line's new Super H Constellation service was paid by the Los Angeles Board of Airport Commissioners in this telegram received by the airline as it started its new schedules October 11:

"Len Kimball, Vice-President

"The Flying Tiger Line

"Congratulations on the inauguration of your history-making non-stop cargo service to the east coast. We consider this a major step in the development of air freight. It reflects progress typical of Flying Tiger spirit and accomplishments. Our sincere best wishes."

50,000 Passengers

The summer of 1957 saw more than 16,000 passengers in tourist charter groups cross the North Atlantic on Flying Tiger charter flights, among them more than 1,000 Canadian Boy Scouts. Including military contract business, the airline flew more than 50,000 passengers across the North Atlantic in the past year.

Three Elected To Board Of Tiger Line

The election of three nationally prominent business executives to the board of directors of The Flying Tiger Line was announced by Samuel B. Mosher, chairman.

They are Arthur G. Linkletter, of TV and radio fame and an owner, officer or director in 22 business enterprises; Charles Luckman, partner in the architectural firm of Pereira & Luckman of Los Angeles; and John C. Tyler, chairman of the board of the Farmers Insurance Group, comprising five major companies and 13 corporations with headquarters in Los Angeles.

Also re-elected to the board is Morris Townsend, New York financier.

The two additions to the board fill two vacancies and increase the board membership by one to a total of 10 directors. The vacancies were caused by the death last summer of James E. Davidson, one of the founding directors, and the resignation of William Zekendorf, New York real estate developer.

Other board members in addition to Mosher, who is president and general manager of Signal Oil & Gas Co., are Robert W. Prescott, president of Flying Tiger; Allen T. Chase, aircraft and agricultural developer; John C. Cosgrove, president of Cosgrove & Co., Los Angeles insurance firm; Norman L. Meyers, general counsel of the airline and senior partner in the Washington law firm of Meyers and Batzell; and Houston Rehrig, president of the Rehrig-Pacific Co., and a partner of the Rehrig Manufacturing Co., Los Angeles food and box makers.

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New 'Connie' Added

Bud Sutter, CLE sales manager, now has a constant reminder of the new Super Constellation right in his own home. Constance Diane Sutter, born April 15th. She's called "Connie," naturally, and according to Bud she's real super.

Public Officials and Press Praise New Overnight Transcontinental Service

Busloads of school children, carloads of shippers and mayors, governors and civic leaders across the nation turned out the week of October 6 to help The Flying Tiger Line inaugurate its Big Reach all-Constellation air freight service.

From Seattle to Boston, public events sparkled the imagination of the shipping public over a new kind of air freight service — overnight delivery to most of the airline's terminals.

Heralding the inauguration of a service which tied every airport city on the airline's system to a transcontinental flight, placed New York within less than eight freight hours from Los Angeles, and provided the first through all-cargo service between the Pacific Northwest and New England, Governor Albert D. Rosellini of Washington wrote:

"It is a great pleasure for me to extend my congratulations and best wishes to The Flying Tiger Line on the beginning of its all-cargo service between Seattle and the East. As a growing State, Washington must have fast, efficient transportation service to all points. I am sure this expansion means an effective increase in that transportation."

At Binghamton, N. Y., more than 500 businessmen and civic leaders turned out to inspect the First Super H Constellation flight through that terminal.

At Portland, Ore., a school teacher, reading of the airline's new Super H service, loaded a school bus with his class at lunch time, drove them to the airport and took them on a tour of the aircraft.

Cheese Shipped East

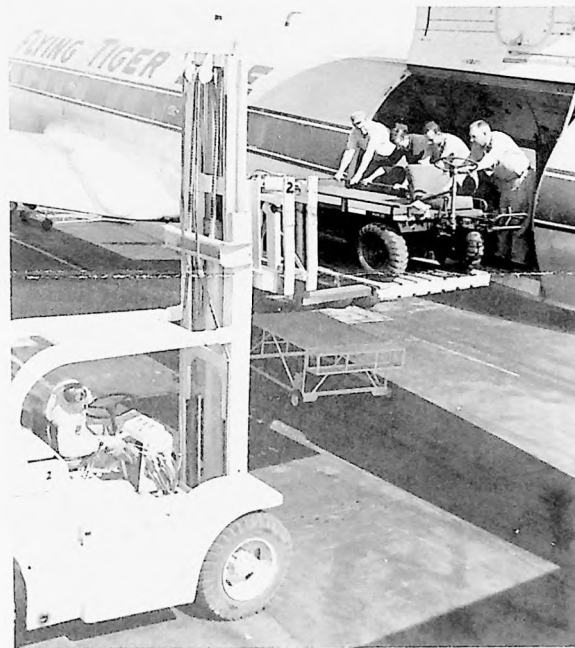
Mayor Joseph Hynes of Boston, receiving a prize shipment of famed Tillamook cheese plus a rose-budded key to the City of Portland from Mayor Terry Schunk, praised the new schedules of the airline in linking the two cities directly with all-freight service for the first time in their long transportation history.

Washington Apples Fly East

At Seattle, Mayor Gordon Clinton, as the Seattle Post Intelligencer reported, became "a freight roustabout" to help load the first Super H flight with a prize shipment of Washington apples to Mayor Robert Wagner of New York.

On hand for the Seattle ceremonies was Jerry Priddy, former New York Yankee and Detroit Tiger baseball star and one-time manager of the Seattle ball club in the Pacific Coast league. Now an assistant to Vice-President Frank

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Best behaved "critter" ever flown by FTL is this "Mechanical Mule" manufactured by Willys Motors, Inc., of Toledo, Ohio. This prototype model of the Army's new M-274, close relative of the famous Jeep, is shown being loaded for Tiger shipment to Mt. Rainier Ordnance Depot near Tacoma, Washington, where it was put through its paces for top military officials and industry representatives. Designed as a lightweight cargo-personnel vehicle, the Willys Mechanical Mule can be dropped by parachute for transport operations in forward combat areas. It is now in full production. The Mechanical Mule move was arranged by Paul Finazzo, Detroit sales, in close coordination with Willys engineering and traffic departments.

MARQUEZ NAMED BUDGET DIRECTOR

Manny Marquez has been named to the newly created post of Director of Budgets.

Formerly Controller of The Flying Tiger Line, Marquez will devote his entire time to the preparation of monthly budgets and forecasts, and the subsequent comparison and analysis of actual costs and revenues with the budgets. Marquez will be working closely with various division and department heads in the preparation and analysis work.

Ralph Stump will replace Marquez as Controller of The Flying Tiger Line, retaining also his present duties and position as Assistant Secretary.

In announcing the new assignments O. R. Burghardt, Secretary and Assistant Treasurer, said that both Stump and Marquez would be a part of the treasury department with Stump working under Burghardt's supervision while Marquez will report directly to Executive Vice-President Fred Benninger.

Marquez came to FTL in 1950 as chief accountant after serving a number of California companies as accountant. He spent the war years as a member of the Air Force and is a graduate of Southwestern University.

Stump joined FTL in 1947 as chief accountant.

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NEWSWEEK HAILS TIGER 'FIRST'

(Continued from page 1)

who learns how to save money for his company, and who knows in a time of tight money, how important shorter pipelines of stock are."

Telling more about Tiger's pioneer efforts in the industry, Newsweek followed with: "Bob Prescott's Flying Tigers last week started eight hour coast-to-coast freight runs with Super Constellations — with a payload of nearly 22 tons apiece."

The article presented glowing predictions on the future of air freight from such transportation leaders as John C. Emery of Emery Air Freight, R. M. Stevens of Ford's traffic department, Samuel C. Dunlap, American Airlines Vice-President, Bill Workman, Sears Roebuck Atlanta supervisor, Arthur Norden of Seaboard and Western Airline, Delta Airlines President C. E. Woolman, Pan American Vice-President Willis G. Lipscomb, and Eastern Airlines Cargo Manager Jack May.

In concluding Newsweek stated: "That potential could eventually make the passenger, today's big moneymaker, take a back seat. None of the big carriers gets more than 10 per cent of its income now from freight. American Airlines, for instance, grossed \$16 million on air freight last year, but \$261 million on passenger business. But as Eastern's cargo sales manager Jack May put it, while there may be a limit to how many people will travel, there is no limit on how much they will ship." Pan American Vice-President Willis G. Lipscomb predicts: "Within ten years, airline revenue from cargo will equal, if not surpass, passenger revenue."

Likes Low-Cost Group Flights

While the freight potential was being hailed by Newsweek, a different phase of Flying Tiger attracted the attention of another leading national publication, Business Week. In its section headed

"Personal Business," Business Week presented an explanation of the Flying Tiger-pioneered "low cost group flights to Europe."

Newsweek had this to say about the growing group charter flight market:

"In lining up an overseas trip for a fraternal, civic or business group—with a limited budget to work on—you may want to check up on international air charters. Now is the time to make plans for a charter flight next summer, June through August—and it's still not too late to book an Atlantic crossing for a trip this winter."

"The big advantage of such charter flights is that they are roughly 40% cheaper than the standard tourist class fare on the regular scheduled runs."

Flying Tiger was the first named of the world's airlines active in this market—probably because of the dominant role the line has taken in developing this brand new travel market.

Press Cites Tiger Campaign

The company's growth and its increasing advertising - publicity campaign is attracting more and more attention from the nation's press and publishing circles.

The Los Angeles Herald Express, intrigued by Flying Tiger's new schedules emphasizing speed and service was moved to comment on its editorial page as follows:

FAST AIR FREIGHT

We are accustomed to frequent new speed records being established in air passenger service from Los Angeles to New York, or the other way around.

But it is something new to find that freight is being whipped across the nation, coast to coast, at a similar speed.

Air cargo is now being moved across the nation from Los Angeles in a 7 hours and 55 minutes non-stop service by The Flying Tiger Line with a fleet of 331-mile-an-hour Lockheed Super II Connies.

Approximately 60 Southern California cities will be sending local products to the east coast overnight and receiving eastern products in similar swift service.

Fast Air Freight Again

The New York Times, also impressed by the speed of the new transcontinental schedules commented on the passenger-plane speed of the new Lockheed Super H Connies in a business story.

Cleveland Comments

The Associator, colorful Jack & Heintz employee magazine, ran a two-page photo spread in its October issue on "The Story of the Fabulous Flying Tigers." The Flying Tiger Cleveland district sales manager, Bud Sutter, helped the Associator staff prepare the story.

More Air Freight

The imaginative agreement of Flying Tiger and United Van Lines spurred a leading national business publication, Barron's, to feature the growth of the air freight industry in a recent issue.

Written by Richard Hammer, the Barron's article pointed out the healthy, steady growth in revenue and ton miles flown.

"Last month, The Flying Tiger signed an agreement with United Van Lines to provide a combination highway and air service for the transportation of household goods. Under this plan, a homeowner will pack his furnishings in specially designed containers, which will be hauled by United Van to the airport. From there they will be flown to the landing field nearest the destination by Flying Tiger, and then delivered by the trucking company. The cost will be only slightly more than ordinary road hauls," Barron's said.

The article went on to say, "Household goods, moreover are only one of the thousands of items that are taking to the air these days. Cargos range from such exotic ones as the latest Parisian fashions and elephants for American zoos to prosaic kitchen sinks and nuts and bolts."



DSM Al Farr (right) delivers keys from Mayor Terry Schruck of Portland, Ore., and a prize Tillamook cheese to Boston's Mayor Joseph Hynes.



Cheese and apples from Oregon and Washington are presented to George DeMent (center), Chicago Commissioner of Public Works, by DSM George Mildeberger (right) and H. G. Edgerton, CHI city sales manager.

KNOW YOUR FLYING TIGERS

Third In a Series of Company Officials and Department Heads



Neil B. Berboth

Vice-President of Maintenance and Engineering. Formerly general manager of California Eastern Airlines for seven years, he came to The Flying Tiger Line in 1956 as assistant to Executive Vice-President Fred Benninger. Prior to taking over direction of Maintenance and Engineering, he was acting director of Conops. He began his aviation career in 1940 with American Airlines, serving in traffic and operations. Subsequently he became assistant to the president of Northeast Airlines and later held executive posts with Fairchild Engine & Airplane Co. and Beech Aircraft.



O. R. Burghardt

Secretary and Assistant Treasurer. He began his accounting career in 1941 after graduating from the University of Oregon. Joining Arthur Andersen & Co., he served 10 years as staff accountant and manager. He became a certified public accountant in 1947. In 1951 he became treasurer of United Concrete Pipe Corp., and a year later he accepted the position of assistant to the treasurer of The Flying Tiger Line. In 1955 he was elected assistant secretary-treasurer and the following year he was appointed to his present post.



Leonard S. Kimball

Vice-President Public Relations. In charge of advertising and publicity, he joined The Flying Tiger Line in 1948. He began his career with the Aberdeen, S. D., American-News in 1924. In 1927 he went with The Associated Press in Chicago, serving the next 16 years in various mid-western and western bureaus. He joined the public relations staff of TWA in 1943, becoming director of public relations, where he remained until 1947, when he came to the FTL sales staff, subsequently serving as DSM at Los Angeles and director of public relations. He was elected to his present position in 1955.



John L. Higgins

Assistant Vice-President in charge of Domestic Air Freight Sales, he joined The Flying Tiger Line in 1955 after an extensive sales career in aviation and industry. A former Navy pilot, he served in China until 1930, when he resigned his commission to join the B. F. Goodrich Co. sales staff, where he remained until World War II. Joining the Air Force he served as flight instructor and ferry pilot. In 1947 he went with Slick Airways, where he became Director of Sales, leaving in 1955 to take over his present post with Flying Tigers.



Ralph B. Stump

Assistant Secretary and Controller. Joining The Flying Tiger Line in 1947, he has served in most of the executive positions of the airline's treasury and accounting departments. He came to the airline from Vard, Inc., Pasadena, California, precision instrument maker, where he served as treasurer. Prior to that, he held executive accounting positions with the Joshua Hendy Iron Works, Pomona, Calif., Montgomery Ward & Co., was accounting supervisor for the Emsco Derrick and Equipment Co.

NEW CREDIT UNION LOCATION

We've heard the old saying, "money talks," but apparently at the Tigers "money walks."

Leona Ross, Credit Union manager, announces that the Credit Union has moved from the administration building to new quarters just inside the main gate at the entrance to the BUR hangars, in the same building occupied by the FTL print shop.

The new location will be especially convenient for employees working the hangar area, and new office hours have been established to further facilitate the transaction of Credit Union business.

New hours are from 7:30 to 8:00 and 9:30 to 9:40 am; 11:30 am to 1:00 pm; 2:00 to 2:10 and 3:00 to 4:30 pm.

Stop in soon!

Columnist Abram

Milt Abram, FTL agent at MKE, has his own way of getting the airline's story across in Milwaukee and it is guaranteed to succeed.

He conducts a column, "Beacon Beams," in the Northwest Reporter, largest circulation weekly in Wisconsin.

Suffice to say, a recent column told glowingly of FTL's new Super H Constellation fleet.

Public Officials and Press Praise Overnight Trans - U. S. Service

(Continued from page 1)

Lynott, Priddy received a royal welcome in Seattle and appeared on many TV programs to plug the new Tiger service.

Hit With L. A. 'Misses'

At Los Angeles, District Sales Manager Bernie Tenney, obtaining shipments of colorful California products from a bevy of "Misses" of various industries, received widespread newspaper publicity on the airline's new Los Angeles-New York non-stop flight featuring the fact that freight now flies as fast as passengers.

With Vice-President George T. Cussen touring the east and Assistant Vice-President John Higgins and Vice-President Len Kimball covering the west, the airline's Sales staff made some 30 speeches during the inaugural week to civic clubs, shipping associations and trade groups, telling the story of the new service. Higgins made so many trips between Portland and Seattle during the week to keep speaking dates that he drew the sobriquet — "Yo Yo."

Press conferences held by Vice-President Cussen in New York, Boston and Chicago brought the airline columns of newspaper stories about the new service.

Coincidentally, Newsweek magazine, in the week of inaugural service, came out with a full two-page spread heralding the Age of Air Freight, and Barcon's, national financial magazine, told of "the new look" for the air freight on the American transportation scene. Both stories featured The Flying Tiger Line.

New England Views Super H

The mayors of both Hartford and Springfield attended an open

house at Bradley Field. The Governor of Connecticut sent his aide. Three newspapers and TV stations covered the event. Many of the traffic managers from Connecticut's largest companies inspected the Super H on display there.

Despite the fact that the start of Super H service at Boston caused the station with an incompleting, roofless new station facility, District Sales Manager Al Farr and Station Manager Charles McCarthy went valiantly ahead and entertained more than a hundred shippers. Dana Kelly, director of public relations at New York, who helped them set up the inaugural ceremonies, said the novelty of a "roofless" indoor reception "met with enthusiastic response."

At Binghamton, a half-hour radio program was broadcast directly from the station and all local TV news programs covered the event.

Extensive newspaper advertising also was used by the airline to tell its story in the new Super H Constellation markets and the Sales staff reported that the ads met an enthusiastic response from the shipping public.

Initial results of the new service are detailed elsewhere, but a few of the highlights are appropriate here.

The first Constellation load out of the Pacific Northwest totaled 40,189 pounds, the largest all-cargo load ever airlifted from that region.

Regional Sales Manager Frank Cain reported that "Mr. Jacobs of Harrison Laboratories, Bronx, N. Y., read the Flying Tiger ad and called us today (Oct. 17) for a pickup of 5,000 to 10,000 pounds of freight from Newark to Burbank."



Portland's Mayor Terry Schrunk and Chamber of Commerce President David Duncan send Oregon greetings of cheese and rose-budded keys to eastern cities to mark the first Super H flight out of the Northwest. Left to right: DMS Joe Ryan, Mayor Schrunk, FTL Vice-President Len Kimball, President Duncan, Chairman Whit Pierson of the Chamber Aviation Committee, and General Manager John J. Winn, Jr., of the Port of Portland.



"Misses" of California Industry present their gifts to DSM Bernie Tenney at BUR for Flying Tiger's first non-stop cargo flight to New York. Left to right are Billie Hallam, Miss Los Angeles; Pat Reed, Miss Calava; Judy Whitcher, (seated) Miss San Fernando Valley Industry; and Mani Blowers, Miss Sunkist.



Mayor Gordon Clinton of Seattle gives Capt. Cotton a shipment of Washington apples for the first Super H flight out of BFI.



Mayor Leo P. Carlin of Newark, (center) gets a gift of Oregon's famed Tillamook cheese (from Mayor Terry Schrunk of Portland). It was presented by FTL's Jim Haggerty (left) and Oliver G. Letts.

Cleveland's Fascinating Story

Key Location, Prime Facilities Make CLE Big Tonnage Producer

"Best location in the nation" is the slogan of Cleveland, seventh-largest U. S. city. The Cleveland Chamber of Commerce proudly points out that it is the center of a 500-mile radius in which 57.5 per cent of the total population of the United States lives.

High on the list of the Cleveland Chamber's reasons for the Ohio city's great industrial growth is "unexcelled transport, land, water and air". It is here that The Flying Tiger Line is playing an unique role in the Cleveland story.

Internationally known for its basic production of iron and steel and precision manufacture of metal products, Cleveland has assumed a leading place as a center of the aircraft industry. Cleveland-made landing gears, engine parts, instruments, and a host of accessories are among regular FTL shipments to west coast plane manufacturers.

"As a matter of fact", says Bud Sutter, FTL Cleveland Sales Manager, "there's so much Cleveland and Canton-Akron area equipment on our Super H Constellation that our incoming flight should be able to find its way to Cleveland-Hopkins airport like a homing pigeon".

Airport Expanding

Cleveland's Hopkins Airport, already the largest municipal airport in the world, is being expanded further to take care of future increases in traffic.

Cleveland's aviation parts industry is the nation's largest producer of jet engine parts. It supplies 25 per cent of parts and accessories used by U.S. aircraft manufacturers.

Second largest FTL customer at CLE and its sister, hub trucking station CAK (Canton-Akron), is the automotive industry. Both Ford and General Motors have large plant operations in the Cleveland area. Akron's leading rubber companies also help swell the automotive accessory and tire loads.

The aircraft and automotive industries made up a major share of the 1956 CLE handle of 7,334,621 lbs of freight.

CLE ranked fifth in the system in total revenue in 1956.

Now on a major Super H Connie run, CLE's westbound flight leaves every night at 12:30 am for Burbank and San Francisco. Its inbound flight from the west arrives from the West Coast at 1:45 pm. Jim Melle, sales manager

for CAK, keeps two FTL trucks busy with loads for these CLE flights. In 1956 CAK chalked up a total of 1,189,163 lbs outbound and 201,537 lbs inbound, which are included in the CLE operating totals.

Service Began in 1948

The FTL CLE operation began in Cleveland in May, 1948. First station manager was Don Bacon, who hired Tom Greer in 1949 as a cargo handler. Tom is now station manager at Burbank.

Greer likes to refer to CLE as a "high-level FTL prep school" as he points to the following "graduates": Don Bacon, Flight Controller; H. C. Whitney, Jr., Cost Analysis; Bob Beckman, Station Manager PDX; Al Wilson ASM — RML; Bill Davis — BGM SM, and himself.

Station manager Ray Laprocino is a native Ohioan from Youngstown, who came to FTL in Cleveland via Denver, Salt Lake, Portland, Detroit and MSP.

Bud Sutter, DSM, came to FTL in the fall of 1950, as a sales representative under Walt Bowman — local Clevelandler, now DSM at BGM.

Bud and his sales staff cover a great part of Ohio outside the Canton-Akron area, which is covered by Jim Melle.

Working with Bud are Matt Gresko and Dick Cochran who recently transferred to CLE from RML.

Assisting Ray in the capacity of cargo supervisor is Len Fronzak and Station Agents Bill Acton and John Long. Traffic agent is Jack Pierson. The team of ramp service men is composed of John Reynaert and Evert Knowles, under the supervision of lead man George Welever. Part-time men are Red Butler, Ross Ritchey, Frank Cellura, Joe Dumas, Ray Terepka, Ron Webster, Francis Zubricky and George Pappas.

Ray Behm, recently promoted from Ramp Serviceman has the task of keeping the never-ending flow of paperwork going to BUR accounting.

CLE-CAK Super Connie Parts
The Ohio role as supplier to the aircraft industry becomes even more important when you analyze our own FTL Super H Constellations.

Here's a partial list of Ohio-made equipment on our Connies: oxygen regulators by Aro Equipment; aluminum sheet and forgings by Alcoa; landing gear from Cleveland Pneumatic Tool; floor coverings and rugs by Duracote; deicer boots from B. F. Goodrich; pumps from the Great Lakes Manufacturing Company; tires from Goodyear; relays from Hartman Elec. Mfg.

Also, inverters and generators from Jack and Heintz; blowers and fans from Joy Manufacturing; alu-

minum forgings from Kaiser; wiper systems from Marquette Metal; wire cable from Packard Electric; valves from Parker Appliance.

In addition, pumps from Pesco Products; valves from Republic Manufacturing; pumps from Lear-Romec; pumps and valves from Thompson Products; fittings and hoses from Weatherhead; and antenna from Z & W Mach.

"The advent of the FTL Super-H on the Cleveland air freight scene has been remarkable," Sutter says. "We've had nothing but favorable comment from shippers and truckers. I think we've made the whole City of Cleveland air-freight conscious."

CAK Originates Freight from Huge Area

No story of FTL operations in the Buckeye State of Ohio would be complete without covering the unique Canton-Akron operation, sister station to Cleveland.

While CAK has no flights thru its station, it functions well as a hub-trucking center, feeding its freight into CLE in time for the nightly departures to both east and west coasts.

The CAK territory encompasses not only Akron, the rubber center of the world, and Canton, a steel center noted for high quality industrial steel bearings, but also Massillon, Alliance, Barberton, Kent, and Ravenna, centers of heavy manufacturing industries.

Freight is brought to CAK from as far away as Charleston, W. Va., and cities on the Ohio river.

Jim Melle, District Sales Manager for CAK, manages to cover this sprawling territory effectively. CAK operations are headed by Carl Werner, Station Agent. Traffic Agents are Dick Powell, known as a "hot shot" at cutting international bills; Bob Kaser, a real expert at routing trucks through CAK's large P. U. & D. area; and Bill Anderson, who specializes in quietly maintaining customer contacts thru the medium of P. U. & D. service.



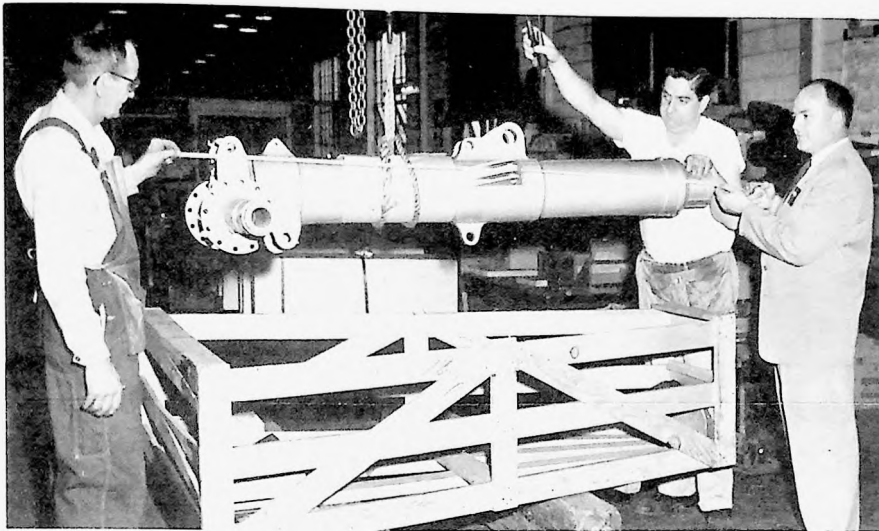
At left, "Kelly" of Air Express is shown with Dick Cochran, CLE FTL sales, changing the Air Express flite board to reflect a schedule change.



Typical of heavy freight moving through CLE is this 8000-pound glass-lined cylinder being received by Len Fronzak (left) and Francis Zubricky (right) while SM Ray Laprocino watches twin-fork-lift operation.



The Cleveland Station with a Super H ready for the night departure to the west.



In the usual order, Joe Ziska, Harry Beck and CLE Sales Manager Bud Sutter load a landing gear for Lockheed Aircraft Co. This nose wheel landing gear now can be shipped without crating. In the past when moving via surface, this gear was heavily crated.



An alternator, made by Thompson Products for Boeing Airplane Co., Seattle, is delivered by driver Earl Smeznik of Jet Air Freight to Lenny Fronzak (center), FTL cargo supervisor. On fork lift is Joe Dumas.



From left, Edward H. Scanlon, City of Cleveland Commissioner of Shade Trees, and his associate, Robert Nenadal, take delivery from Bud Sutter, CLE DSM. This shipment came from the Handy Nursery Co., Fairview, Oregon, to cover an order from the Cleveland Electric Illuminating Co. The shipment consisted of 11 bundles of Japanese Cherry and purple leaf Birch weighing 768 pounds. The Cleveland Chamber of Commerce awards yearly citations to industry on the basis of what they call "plant beautification". The Cleveland Electric Illuminating Co. ordered this shipment of trees to be planted on the grounds of the substations in cooperation with the Chamber's program.



Bob Kaser, Bill Anderson and Dick Powell (l to r) load freight to take into Cleveland to meet the West Coast flight.



Getting out the Cleveland paper work are Jack Pierson, traffic agent (left) and Frank Cellura.



CLE Station Manager Ray Laprocino



From l. to r. are Carl Werner, Jim Melle, and Bill Anderson at the CAK Station

Next 10 Years for Non-Trunk Operators Told by Douglas V-P

A decade of economic and technical consolidation in civil aviation which will see the cargo carriers and snort-haul operators acquiring the benefits and problems of new aircraft ordinarily associated with the trunk passenger lines was forecast recently by Arthur Raymond, vice-president of engineering for the Douglas Aircraft Co., in an address before aviation authorities at Delft, the Netherlands.

He said the DC-8 generation of jet transports will not become obsolete soon enough to open a supply of used aircraft for non-trunk line carriers before their present equipment must be replaced.

A major question is how the non-trunk operators will meet the first cost of the new equipment when they are compelled to buy it, Raymond said. He added that the problem would be staggering if the technological advances were encountered in a static traffic situation but will be largely self-solving with the growing traffic generally forecast.

New Transports Planned

The anticipated demand for new transport equipment and the growing insecurity of military business are reflected in the multiplication of the number of companies announcing new transport designs. Raymond likened the situation to that in the automotive business when the automobile first gained wide acceptance. The number of companies competing increased suddenly but over a period of a few years competition first halted, then reversed the trend. Raymond expected the cycle to be played out in the aircraft field.

Specialized cargo aircraft will find a market that many people had given up for lost. "About 10 years ago the air cargo business was cursed by an excess of optimistic predictions. The natural result of a performance which barely reached 4% of the forecast was a plunge into pessimism. Historically, however, the growth of air cargo has been continuing at an average rate of about 25% annually on a world basis. This growth is greater than that of highly regarded passenger traffic."

There are five major divisions of the air cargo markets:

- Emergency shipment.
- Movement of high value goods.
- Convenience.
- Sole means of transport available.
- Air shipping to save costs.

Emergency shipment is today's prime market. One line has reported over 70% of its shipments are perishable or high style merchandise, medicines, spare parts for broken machines and other goods that fall into this emergency category.

Outside the U. S., the difficulty of surface travel makes air cargo play a larger role as the sole means of transport.

Cost Analysis

In a cost analysis of air freight, the cost of warehousing, packaging, financing, inventory control damages, pilferage and obsolescence must be considered as well as the transportation cost.

When all these factors are considered, Raymond said, it will be found that many articles can be sent more cheaply by air freight even at present rates.

Study of all these factors indicates that major sales efforts of cargo carriers might be directed as the receiver than the shipper.

In many places in the world, air freight is growing more rapidly than in the U. S. Between 1948 and 1955, world increase in air freight was 236% as compared with 220% in the U. S. Canada gained 346% and India 588%. Economic growth of underdeveloped areas should produce increases of even greater magnitude in the next decade, Raymond said.



Violet Corrington

Vi Corrington Is Passenger Service Head

Violet Corrington, formerly superintendent of flight service for Pan American Grace Lines at Lima, Peru, is supervisor of passenger service for Flying Tiger.

Vi came to FTL from California Eastern Airlines where she held the posts of personnel manager and manager of passenger service. She held the rank of captain in the Army Nurses Corps and attended Dakota Wesleyan University and San Francisco College for Women. Vi is now turning her attention to providing services for the growing number of passengers on Tiger North Atlantic tourist flights.

If tariffs remain at their present level a forecast based on gross national product indicates a further increase of 140% by 1967.

Raymond said the DC-7D turbo-prop cargo plane now being designed at Santa Monica would cut today's direct operating costs by one third. With a 60% break-even load factor, this would give the shipper a cost of 10 cents per ton-mile. At that price, Raymond estimated world traffic volume for 1967 at somewhere around 11 billion ton-miles.

HANDLE WITH CARE, PLEASE

X-ray tubes are probably the most delicate shipments aboard the new all-Lockheed Super H Constellation fleet.

While it has long been established that the smooth Super H air ride is ideally suited to transport of the delicate tubes, a number of damage claims resulting from improper loading and ground handling may jeopardize FTL's excellent record in this field and also result in loss of valuable accounts.

J. H. Coveney, claims manager, has issued a special report on X-ray tube handling as follows:

"The tubes are suspended in the carton and will stand a 48 inch drop. The anode does not decelerate at the same speed as the outside tube. When the unit is suddenly stopped, as in a drop, the anode breaks through the tube causing complete loss. A sudden stop could also occur in tossing the tubes from one man to another. FTL receiving personnel are cautioned to inspect X-ray tubes carefully when they are received from our drayage agents at origin.

"If the tubes are loaded improperly, upside down, on the side or in any manner contrary to the directional arrows on the carton, take an exception on the pick-up manifest noting the improper handling. If the tubes are brought to us by the shipper's agent and an improper handling discrepancy is noted, take an exception on the air bill of lading or whatever paper work you are asked to sign in accepting the freight.

"Any improper handling en route should be reported to your supervisor and an OSD report dispatched naming the employee who mishandled the tube. If we do not stop the damages, we will surely lose another valuable account, either through shipper's action, or FTL embargo."

NET INCOME UP

(Continued from page 1)
the airline's new Lockheed Super H Constellation fleet into service last June.

"As a result of the much greater productivity of the Super H aircraft, our traffic volume has almost doubled although we are operating only slightly more than half as many aircraft as we previously flew," Prescott said. "This has enabled us to show an operating profit, which we could not accomplish with the obsolete equipment replaced by the Super H."

The airline is presently flying a fleet of 12 Super H and two DC-6A aircraft. It formerly operated five DC-6A, eight DC-4 and 11 C-46 ships.

Revenue Up 34% In October For Flying Tiger

The new all-Constellation air freight service inaugurated by The Flying Tiger Line in October has increased revenues of the airline by 34 per cent, George T. Cussen, Vice-President, announced.

Traffic in the third week of the month, the first full period of Super H Constellation service, showed a gain of 44 per cent over the first week of October and 27 per cent over the second week, when partial all-Constellation schedules were being flown, Cussen said.

"Initial results have been even greater revenue-wise than we had anticipated," Cussen declared. "Twelve of the 18 stations on our system showed gains. Four stations more than doubled the traffic volume recorded in the first week of the month."

In the new type service, the airline replaced its mixed fleet of DC-6A, C-46 and C-54 aircraft with an all-Super H Constellation fleet. This aircraft, carrying from one-third more to three times as much as the aircraft previously used and operating at higher speeds over substantially longer ranges, enabled the airline to eliminate all regional flights.

First Through Service

All airport terminal cities were placed directly on transcontinental routes, including the first through all-cargo service between the Pacific Northwest and New England, a non-stop flight from the west coast to New York, providing next-morning freight delivery from San Francisco and Los Angeles, and either next-morning or next-day delivery at almost every terminal on the airline.

Here are the stations which showed traffic increases together with the average increase in the third-week period over the first two periods of October:

- Seattle—31 per cent
- San Francisco-Oakland—31 per cent
- Chicago—45 per cent.
- Hartford-Springfield — 56 per cent.
- Boston—60 per cent.
- New York-Newark — 70 per cent.
- Los Angeles—28 per cent.
- Binghamton—139 per cent.
- Buffalo—42 per cent.
- Detroit—18 per cent.
- Philadelphia—57 per cent.
- San Diego—280 per cent.

Stations which showed a decline were Cleveland, Akron-Canton, Milwaukee, Portland, Providence and Rochester.

New Tiger Line Board Members



ARTHUR G. LINKLETTER, one of the nation's top TV personalities and a participant in 22 outside business enterprises, has been elected to the board of directors of The Flying Tiger Line Inc. He began his entertainment career in San Diego in 1934 and, in 1942, he organized the show which brought him national attention, "People Are Funny." He followed this in 1944 with "House Party," both shows now ranking among the top radio and television performances. Widely interested in youth organizations, he also serves as owner, officer or board member of a broad range of companies in the electrical, photographic, mining, petroleum, agricultural and public relations fields.



CHARLES LUCKMAN, partner in the architectural firm of Pereira & Luckman, is another new member of the board of directors of The Flying Tiger Line. He was formerly president of Lever Brothers Company and the Pepsi-Cola Company. Holder of a Bachelor of Science degree from the University of Illinois and Doctor of Laws degree from the University of Miami, Luckman is a member of the American Institute of Architects, Gargoyles Architectural Society, Theta Tau Engineering Society, Tau Beta Pi Honorary Society and the National Academy of Contractors and Engineers. He holds the Cross of Chevalier of the French Legion of Honor and the Star of Solidarity of the Italian Republic.



JOHN C. TYLER, chairman of the board of Farmers Insurance Group, is the third new member elected to the board of directors of The Flying Tiger Line Inc. Formerly in the construction industry, he organized his first insurance companies in Montana. After service in World War I, he came to Los Angeles and in 1927, he organized the first company in the present insurance group. Subsequently, five major companies were formed. The group includes 13 corporations and he serves as chairman of the board of all of them.

THE FLYING TIGER LINE

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