

# Tigerreview

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

VOL. 13 NO. 2

AUGUST, 1958

## \$80 Million MATS' Funds For Civilian Carriers

### TIGER EARNINGS SHARPLY UP; 5% STOCK DIVIDEND SET

A stock dividend of five per cent on the common stock of The Flying Tiger Line, payable December 15, 1958, to stock of record October 1, was announced by Robert W. Prescott, president.

In connection with the dividend, Prescott said that preliminary unaudited figures for the 1957-58 fiscal year, ending June 30, 1958, showed net income and special items of \$1,324,000, equal to \$1.50 per share on 983,635 shares of common stock outstanding.

This represented an earnings gain of more than a million dollars from the previous fiscal year, when net income and special items totaled \$101,669, equal to five cents per share on the same number of common shares.

The estimated 1953 earnings per common share were after payment of preferred dividends of \$49,556 and included a gain after taxes of \$853,000 on the disposal of aircraft.

#### Net to Total \$1,514,000

Prescott said that the preliminary figures indicated that net income from operations would total \$1,514,000, which would be the second highest in company history, exceeded only in the 1951 fiscal year, when \$2,406,666 was reported. Last year, the company experienced an operating loss of \$1,017,450.

He attributed the sharp improvement in company earnings results to the increased lift and efficiency of the airline's new fleet of Lockheed Super H Constellation aircraft which it put into fleet operation just a year ago. This was reflected in gross revenues for the year which were estimated at \$33,878,000, a gain of 38 per cent over the 1957 figures of \$24,651,146.

### Tenney New Western Regional Sales Head

The appointment of Bernard Tenney as Western Regional Sales Manager for The Flying Tiger Line has been announced by Perer T. Albert, General Sales Manager.

Formerly District Sales Manager at BUR, Tenney replaces Hal Bauer who has resigned from the company to enter other activities.

Tenney is a native of Campbell, Minn., and attended Wahpeton Science School at Wahpeton, N.D., majoring in business management. He served three years in the Marine transportation office at San Diego. He also operated his own chemical supply company.

Tenney joined the Tigers' sales staff at San Diego in 1952 and subsequently held sales positions in PDX and Tacoma Wash. In 1954 he transferred to the BUR sales office, becoming District Sales Manager later in the same year.

Tenney is married and lives with his wife and ten-year-old daughter in North Hollywood.

#### Use Your Credit Union

### TIGERVIEW TO HAVE CARTOONS

Effective with this issue, *Tigerreview* will feature one or more cartoons each month.

In this *Tigerreview* there are three cartoons, each depicting characters in a typical Flying Tiger setting: cargo handling, pilot confab, and general office. Other scenes may be added in future issues.

*Tigerreview* will reprint one or more of these same cartoons in each issue in the future — but with different gag-lines each time.

FTL people are invited to submit new captions for possible use; *Tigerreview* will give credit for each one used. Send contributions to Dode Penrod, Public Relations, BUR.



Bernard Tenney

### FTL Flies 25% of U.S. Domestic Air Freight

Ton-mile statistics of the nation's four major carriers of air freight show that in the May-June, 1958, period, The Flying Tiger Line ranked second in domestic air freight and was transporting approximately one-fourth of the nation's air freight.

The Flying Tiger Line was credited with 27.8 per cent of the domestic freight volume in May and 25.6 per cent in June. American Airlines lead in both months, with 36.2 per cent in May and 39.8 per cent in June, while United Air Lines reported 25.8 per cent of the market in May and 24.5 in June. TWA carried 10.2 per cent of the freight volume in May and 10.1 in June.

### Rates up 5% Oct. 1

Robert Brunner, Rates and Tariffs Manager, announced that The Flying Tiger Line has filed a five per cent increase in local, specific and general commodity air freight rates, effective Oct. 1.

At press time, both Delta and United Air Lines had concurred in the increase but no action had been taken by American and TWA.

### Move Recommended by Prescott Will Apply During 1959 Fiscal Year

The 1959 Military Appropriations Bill which will require the Military Air Transport Service to contract a specific amount of traffic to the commercial airlines has been passed by Congress and signed into law by the president of the United States.

### 'MATS Needs Overhaul' Says Aviation Week

In an editorial headlined, "MATS Needs an Overhaul," Robert Hotz, editor of *Aviation Week*, charged MATS with duplicating much of the operations of commercial airlines and neglecting the new techniques of aerial logistics required in the supersonic era.

Saying that MATS "badly needs a basic overhaul to really perform the vital military airlift job required by the Army, Navy and Air Force for adequate logistic support in peacetime and for combat operations," Hotz declared:

"MATS today is operating a fleet of some 400 four-engine transports and is the largest air transport operation in the world. The bulk of its fleet is of the same type of aircraft operated by commercial airlines. It also duplicates the commercial airline routes over many of the highest density international traffic routes. All this type of MATS operation does is prove that military air transport cannot move passengers and commercial cargo with anything approaching the efficiency or economy of commercial airlines."

(Continued on page 2)

### TIGRESS' CLUB FALL PLANS SET

The Flying Tigress Club will get its fall program under way on September 20 with a "Lost Frontier Round-Up" to which company employees are cordially invited.

President Helen Baxter assures us that the first word of the big event, "Lost" is right but that the round-up really will not be hard to find. Follow the sounds of celebration to Hidden Hills in the west San Fernando Valley and go to 5337 Jed Smith Road.

A "Yippie" announcement says there will be "games and amusements and stuff like that there! Saddle-sore liniment — snake bite remedy — vintles served at 8:30 p.m. Donation \$2.50 per head. Western dress!"

For reservations, call Lou Wish, Diamond 7-2903, or Gladys Reichl, EMpire 4-5052. Both are San Fernando Valley phone numbers.

The action followed upon a report of the Senate Appropriations Committee that MATS had failed to comply with "the committee's oft-stated desires in respect to the use of commercial air carriers." The Appropriations Committee had instructed MATS last year to award at least 40 per cent of its military passenger traffic and 20 per cent of its air cargo volume to commercial airlines but records assembled before the Committee showed that MATS had failed to follow this request.

#### Prescott Testifies

One of the principal witnesses to appear before the Senate Appropriations Committee last month was President Robert W. Prescott of The Flying Tiger Line. Pointing out that MATS had allocated only six per cent of its air cargo volume and 36 per cent of its passenger traffic to commercial air carriers, Prescott urged the Committee to earmark specific dollar amounts for the procurement of commercial air services by MATS.

In the 1959 Military Appropriations Bill, approved on August 7 by Congress, \$80 million dollars was earmarked to be spent for commercial transportation by the Air Force. This represents roughly one-fourth of the business under MATS' control and compares with only a little more than \$5 million dollars spent with the small airlines in the preceding fiscal year.

### EXTRA FLIGHT BAGS ORDERED

The demand for FTL flight bags has been so great that an additional supply has been ordered. Nearly 600 of these bags have been sold to employees at company cost of \$1.25 each.

The bags are made of reinforced nylon, have a zipper closing with an extra side pocket, and are waterproof lined. Employees report that in addition to serving as ideal bags, they are handy as a carry-all for vacation "extras," for baby's bottles and togs, Little League's baseball equipment, roller skates, sewing necessities, and are a welcome gift for any youngster or oldster.

Employees at outlying stations may purchase bags by sending check or money order to Dode Penrod, BUR Public Relations. Be sure to give your name and location on your order.



Southern California's three Soap Box Derby contestants were on hand at Burbank to see their prized cars safely loaded on a Flying Tiger air freighter for the big event at Akron, Ohio. Pictured here, left to right, are Ronnie Ashley, Lakewood, winner in the Coast region; John Madison, Los Angeles champion; and Peter Christlieb, Burbank, Foothill area winner.

## Tigers Fly Oregon Beavers; Swap For Russian Bears in Brussels

There may be no "summit conference" of U.S. and U.S.S.R. leaders but at least the animals of the two countries are getting together and the first move was made over The Flying Tiger Line late in July.

Through arrangements made by Sen. Richard L. Neuberger of Oregon and the Russian ambassador to the United States, Mikhail A. Menshikov, the U.S. is swapping four broadtail Oregon beavers for an equal number of Russian bear cubs.

The swap will be made at the Brussels World Fair.

The not-so-eager beavers, trapped by the Oregon State Game Commission, were flown out of Portland on the first stage of their trip to Brussels by The Flying Tiger Line, with Jack Marks, superintendent of the Portland Zoological Society, accompanying them.

### Headed for Moscow Zoo

They had a date to meet with I. G. Shylaev, director of the Moscow Zoo, at the Brussels Fair on August 1 for the exchange. Afterward, Marks will visit various European zoos in an effort to work out further exchanges.

The beavers were shipped in aluminum cages, which they entered with some degree of reluctance, but all got safely aboard, even to the extent of a private showing of his charges to Flying Tiger Capt. Ed Lowe by Marks.

"This is one area in which we can exchange cultural assets with benefit to all concerned," Marks said.

"The Russian bears which we will receive for our beavers will be one of a group of unique exhibits at Portland's new Zoological gardens, now nearing completion in a natural bowl on Portland's West Hills. The area is in the midst of one of the biggest forest parks to be found within the limits of any city in the world."

Last winter, Marks brought 67 penguins to the Zoo, some of which FTL flew in, the largest colony of penguins ever transplanted from their natural surroundings in the Antarctic.

(Picture on Page 5)

## Edge 'Not on Edge' in Ad-Lib Half-Hour Talk

Hal Edgerton, veteran of the FTL sales staff in Chicago, recently addressed the Calumet Traffic Association meeting in Whiting, Indiana, in an impromptu unscheduled thirty-minute talk.

"Edge," attending the meeting with other association members to hear the scheduled feature speaker, wound up being the "hit of the show" as he was called upon by the chairman when the scheduled speaker was delayed.

When the featured speaker did not arrive on time, the chairman turned to "Edge" and said "How about telling us something about the air freight game, "Edge?"

At this point, "Edge" leaped into the breach and told the FTL and air freight story for a half an hour. "Edge" later said "I could have gone on for another hour."



"You should have seen this hostess — built like a brick C-46!"



**Tiger Flight Marks Society Centennial** — All set for take-off to Europe are these 114 members of the Lehigh Saengerbund from the Lehigh Valley of Pennsylvania. The colorful German-American society has conducted a number of summer trips to Europe over the past several years. This year, to mark the centennial of its founding in 1858, the group selected Flying Tiger for its anniversary flight. Founded as a society to promote folk singing and perpetuate European culture, the members and their families on this tour will visit with similar groups in Germany and participate in a number of song festivals during their month's stay. The Lehigh Saengerbund was the first of the foreign-origin social club flights to depart from Idlewild this season. Groups of this type are developing into one of the major sources of revenue in FTL's North Atlantic group charter operation.



**Tiger Flights Make Music at Idlewild** — This photo shows a typical scene at New York's Idlewild International Airport as a group of 96 passengers prepares to board an FTL Super H Constellation for a trans-Atlantic crossing. Shown here with banner unfurled is the first group of a total of 192 members of the Kreuzer Quartet Club, German-American singing society being flown to Germany by Flying Tiger. The groups will attend a giant music festival in Nuremberg and also take special tours through the Rhineland and Alps before returning via FTL. The Kreuzer organization is but one of many musically inclined groups who have chosen FTL group charter flights to speed them on their way to sweet music in Europe this season.

## California Lads Win Prizes for Model Planes

California raises more baseball players than any other state in the nation, sports enthusiasts claim — and it is also cutting quite a swath in the field of future aviation geniuses.

Three San Fernando Valley boys have just brought home convincing proof of the state's leadership in junior aeronautics.

Competing in the 27th annual National Model Airplane Championships at Glenview, Ill., against 1,500 entries from every state in the union as well as Hawaii and Mexico, this trio swept every first and second place trophy in the free flight competition.

The boys are Bert Ballentine, 13, of North Hollywood; Gary Duncan, 15, of Van Nuys; and Bill Hunter, 10, Sun Valley. They are members of the San Valeers Model Airplane Club of some 135 members — 100 adults and 35 juniors.

Arrangements for their appearance at the national meet were made by Ray Allen, head of the transportation division of the Los Angeles Chamber of Commerce. Thirty-five models used in the meet were flown east on a Flying Tiger Line air freighter.

## 'MATS Needs Overhaul' — Aviation Week

(Continued from Page 1)

omy of commercial transport operations."

### 'Blue Plate' Criticized

He criticized MATS' current "Blue Plate" flights over the North Atlantic, paralleling commercial lines, citing that MATS gets only 42 passengers into its equivalent of a DC-6, "sprawling 10 luxurious seats in a VIP lounge and squeezing three-abreast seating in odd combinations through the remainder of the cabin."

"In contrast to the flight operations which are most efficient, this passenger service of MATS is a burlesque of economic air transport," he asserted.

Citing Congressional testimony that MATS overseas passenger traffic totaled more than 57 per cent of all U.S. flag airlines' foreign traffic and MATS cargo and mail tonnage was three times that of the U.S. lines, he declared:

"This is a good measuring stick with which to gauge just how far MATS has strayed from its original purpose."

"MATS is now attempting to justify its huge duplication of civil airline operation by clinging to the coattails of Strategic Air Command. We find it hard to

imagine the 480 enlisted personnel employed by MATS as airline-type stewardesses contribute to SAC logistic support and note that SAC has 100 multi-engine transports of its own to provide the vital airlift it requires in support of its mobility pattern. The type of airline operations that now make up the bulk of MATS operations contribute little to genuine SAC support."

Welcoming the recent appointment of Lt. Gen. William Tunner in command of MATS, Hotz cited his brilliant record in operating aerial logistics systems during World War II, the Berlin Airlift and Korean combat cargo operations, and expressed hope that he would give MATS the overhaul "it so badly needs to get back in the business of pioneering the new techniques of aerial logistics . . . needed to meet the stiff requirements of combat in the supersonic era."

## Heli Air Mail

The world's first helicopter air mail service was inaugurated in the Los Angeles area on October 1, 1947 over a route linking cities to the north direct with the airport. Shuttle service between the airport and the Los Angeles Terminal Annex Post Office was begun the same day.



Flight Engineer Ken Hubbard of San Mateo huddles with model plane champions of California's San Fernando Valley as they unload their trophies and prize-winning models from a Flying Tiger air freighter. From top to bottom are Gary Duncan, Van Nuys; Bert Ballentine, North Hollywood; and Bill Hunter, Sun Valley.

## Final Tribute Paid General C. L. Chennault

Full military honors were accorded Lt. Gen. Claire Lee Chennault when the famed founder of the American Volunteer Group, more popularly known as The Flying Tigers, was buried at Arlington National Cemetery in Washington, D.C., following his death in New Orleans.

A host of famous military leaders including such noted wartime generals as Wedemeyer, Spaatz, O'Donnell, Holloway and Twining were in attendance to bid a last farewell to one of history's most renowned fighting aviators.

Joining them were nearly a score of the men who flew with Chennault in his greatest moment — the defense of the Burma Road by The Flying Tigers. Among those on hand were three from The Flying Tiger Line, which was founded at the close of the war by a group of Chennault's "China hands." The trio were President Bob Prescott, founder of the airline, and two of the line's captains, Dick Rossi and Bus Loane. Rossi is also president of the American Volunteer Group in its peacetime activities.

Flying Tiger employees will remember the General's last visit to Southern California approximately a year before his death when he came to the airline's Burbank base and flew from there by helicopter to the AVG reunion at Ojai in June, 1957. It was to be his last gathering with the men whom he led in the China adventure of 1941-42.



Funeral cortege leaves chapel for General Chennault's final resting place in hallowed Arlington Cemetery.



This striking photograph of Lt. Gen. Claire Lee Chennault was made at the Ojai reunion of the Flying Tigers in 1957 — his last gathering with the famous group of fliers he commanded prior to World War II.

## PROOF IT PAYS TO CUT CORNERS

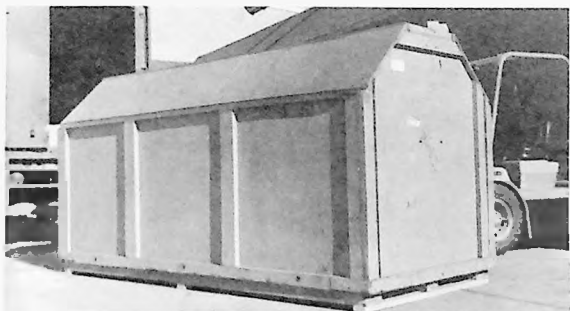
Maybe one of the reasons for growing freight revenue can be explained by the newly coined slogan at the FTL Milwaukee station. The cry of Buck Wolworth and Milt Abram of MKE seems to be "If the freight doesn't fit — we'll make it fit."

Buck and Milt were instrumental in seeking Polaris missile moves from A. O. Smith Corp. in Milwaukee to Aerojet General Corp. in Sacramento.

The original specifications of the shipping crates involved were 60"x72"x144" — 2500 lbs. — and would not fit through a Connie door, therefore were moving via airlines using DC-6 aircraft.

Since there were 20 to 25 missile moves involved, and the prospect of more, Wolworth and Abram borrowed an empty crate from the shipper and worked evenings on redesigning same to meet Connie door dimensions. This involved bevelling the top and upper sides.

An impressive demonstration by these two gentlemen convinced A. O. Smith Corp. to alter remaining crates. Future moves will be FTL all the way.



This bevelled-edge A. O. Smith Corp. Polaris missile shipping crate, redesigned by Buck Wolworth and Milt Abram of MKE, makes it possible for FTL to handle units involved in this important freight move.

## FTL Ton-Miles Highest

Reports of airlines to the Civil Aeronautics Board for the month of April, 1958, showed that air freight ton-miles of The Flying Tiger Line exceeded those of any other U.S. air system. Flying Tiger's April traffic totaled 8,202,771 ton miles, followed by 7,557,684 for Pan American, 7,102,091 for American, 4,620,640 for United and 2,458,649 for Trans World Airlines.

## Life Features Hostess



Mary Lynn, Assistant Chief Stewardess at San Francisco, will be among half a hundred airline stewardesses whose role in aviation will be featured in the August 25 issue of LIFE Magazine. Miss Lynn spent a week in New York last May along with stewardesses of more than 50 airlines being photographed for the LIFE story. Afterward, she was one of seven stewardesses asked by LIFE to stay over for an additional three days for more pictures to depict typical scenes in the lives of stewardesses. In arranging the picture, LIFE editors said that the picture marked the first time that stewardess representatives from all of America's airlines had been brought together for a group shot. Miss Lynn has been serving on Flying Tiger overseas aircraft since May, 1957, when she joined the company and began flying the North Atlantic. Later, she became a check stewardess on the Pacific and was promoted to the present position this summer. Born Lindsborg, Kans., she has lived most of her life in Pasadena, where her father is a well-known physician. She is a graduate of the University of California at Los Angeles with a degree in psychology. She modeled and then worked as secretary in an investment firm before joining the Tigers. Her association with the airline came indirectly through Capt. Rudy Libra, who had known Dr. Lynn for some years. A week-end flier, himself, Dr. Lynn interested his daughter in aviation and as a result, Mary applied to the airline for a stewardess position.

## TIGER PROFIT-SHARING PLAN EARNS 10 PER CENT FIRST YEAR

Net income of \$7,431.38 has been reported by the Flying Tiger Profit Sharing and Retirement Fund at the end of its first full year of operation. Total assets for the fiscal year ended June 30, 1958, were \$159,056.48.

When the Flying Tiger employees' profit sharing plan was established in June of 1957, the company made an initial contribution of \$100,000. Of this amount, an average of \$75,000 was used during the year for investment purposes, producing earnings of nearly ten per cent.

At mid-year, 84 per cent of the eligible employees had joined the plan and had contributed \$51,625 to the fund through payroll deductions.

Income and contributions will be allocated to various participants' accounts and individual participating certificates will be issued in the near future. Following is the Profit Sharing and Retirement Fund financial statement.

### THE FLYING TIGER LINE INC. PROFIT SHARING & RETIREMENT FUND STATEMENT OF CONDITION June 30, 1958

Assets on Hand	
Market Value of Investments in Stocks and Debentures	\$ 84,137.40
Present Value of Lease on Engines	47,046.71
Cash on Hand	27,872.37
Total Value of Fund 6-30-58	\$159,056.48
Sources of Fund	
Company's Contributions	\$100,000.00
Employee's Contributions	51,625.00
Income of Fund	7,431.48
Total	\$159,056.48

## Tiger Line Featured by Top Syndicated Columnist

One of the nation's top financial editors recently devoted his national column to the growing use of air freight by industry to solve distribution and inventory problems.

Elmer C. Walzer, financial editor of United Press International, quoted FTL president George T. Cussen in telling why some companies were turning to air freight for the first time.

"We know of companies which are now relying on air freight for the first time to get a better control of inventory and warehousing costs," Cussen said.

Walzer then commented: "Companies which are making greater use of air freight to cut inventory operations report no difficulties in keeping their production facilities running. At the same time they save the costs of warehouse space and also the cost of financing inventories."

Here is the complete column as it appeared in newspapers throughout the country.

### By Elmer C. Walzer UPI FINANCIAL EDITOR

Inventory operations have been listed as one of the big problems of the business recession, and at times they still plague industry.

For a long time the nation has been consuming far more than it produced because it was living off inventories in many lines.

Big inventories can wreck the biggest of companies if they are pinched for funds to finance them. And big inventories can be a number-one headache in general when a recession occurs.

Hence, some of the economic experts hope the industrial leaders have learned among other things not to let their inventories get out of control at any time in the future. If they did this, the chances of a prolonged recession would be lessened, it is held.

Some industries are turning to air freight to combat inventory problems and also warehousing.

All-Time High

George T. Cussen, vice-president of Flying Tiger Line, noted

this in reporting an all-time high in May air freight revenues for his company.

"We know of companies which are now relying on air freight for the first time to get a better control of inventory and warehousing costs," Cussen said.

"One company told us it was experiencing savings which would exceed \$250,000 a year."

He finds also that air freight operation reduces distribution costs generally. Cussen notes that the recession forced many a management to take a closer look at all costs, including the high cost of distribution.

### The Real Future

He said Flying Tiger Line had decided before the recession that the real future of air freight rested in the industry's ability to sell air freight as a regular distribution arm, and the recession made management more willing to discuss ways of improving distribution.

Companies which are making greater use of air freight to cut inventory operations report no difficulties in keeping their production facilities running. At the same time they save the costs of warehouse space and also the cost of financing inventories.

Then too, these companies keep their operations flexible at all times with ability to make quick changes to meet new demands.

Operations such as these, however, presuppose that suppliers of raw materials maintain inventories in their warehouses to meet the quick demands of those who use the air to move their material.

### Different Problem

What will happen to these firms once business gets to humming and demand rises for raw material is another thing. Many think the recession will tend to keep down future inventories for a long time and hence the future problem of industrial operations may be one of distribution rather than production.



Arthur Ives

Assistant to Superintendent of Stations. His Flying Tiger career began in 1949 when the airline received its first certificate and opened, among others, the new Hartford-Springfield station with Ives as Station Manager. His freight warehouse was an abandoned truck. In 1952, he moved west to open the Seattle Station as Manager — this time with the luxury of a building — and transferred to Newark in 1953 as Station Manager, where he remained until 1958, when he took over his present assignment. A native of East Hartford, Conn., he attended the University of Connecticut and came to the Tigers from the Traffic Department of Sikorsky Aircraft Co., Bridgeport, Conn. He spent four years in the Navy during the war in PT boats.

# KNOW YOUR FLYING TIGERS

11th in a Series of Company Officials and Department Heads



Vi Corrington

Manager of Passenger Service. Joining The Flying Tiger Line in 1957 after a 10-year career in stewardess and passenger service positions, she took over the newly created Passenger Service Department which handles in-flight service on the aircraft as well as food and commissary responsibilities. A native of Mitchell, S.D., she attended Dakota Wesleyan University, taking a year of college and three years of nurse training. There followed four years in Army nursing, including three years in the South Pacific during the war. She then attended the San Francisco College for Women for two years before becoming Director of Stewardess Training at the Talca Academy of Aeronautics. Her next job was Superintendent of Flight Service for Panagra in Lima, Peru; and she was Manager of Passenger Service and then Personnel Manager for California Eastern Airways before joining the Tigers.



B. H. "Bernie" Senn

Supervisor of Material Control. He started to work for the Tigers in March, 1946 at Mines Field and later transferred to the San Francisco maintenance department. During the ATC contract he became crew chief of Engine Build Up at Burbank and in 1949 was put in charge of C-46 modification. In 1954 he worked in the service analysis department of Inspection and when FTL purchased its Connie fleet, Bernie became Spares Coordinator for the purchase of spare parts and equipment for the new planes. He was appointed to his present position in 1958. After leaving high school at his home town of Burlington, Vermont, Bernie joined the Navy as an Aviation Machinists Mate, 1st Class, and served for four years in the Pacific. He was one of the survivors of the famous sinking of the Midway.



George Zettler

Assistant to General Sales Manager. Working part time at Flying Tigers' former Denver station while going through the University of Denver landed George Zettler his start with the airline in 1949 as a cargo handler. He progressed to agent and then transferred to Sales as District Sales Manager. When the station was closed in 1952, he moved on to San Francisco as a salesman, later becoming City Sales Manager at Oakland and then District Sales Manager at San Francisco. His work in the development of new traffic, such as the airline's turkey egg shipping program which now generates upwards of a million pounds of freight annually, won him his present assignment in charge of special air freight projects. A native of Las Vegas, Nev., he served in the Navy, then completed his education at Montana State College and the University of Denver before joining FTL.



Arl Underdown

Chief Cost Accountant. A native of Glendale, Calif., he graduated in 1955 from Claremont Men's College where he majored in accounting. During college and after graduation he worked with a CPA in Arcadia until he entered military service in 1956 as a 2nd Lt. in the Infantry. Underdown joined the Tigers in July, 1956 as Internal Auditor and held that position until January of 1958 when he was put in charge of FTL's cost accounting department.

## Flying Tigers Active at Trade Shows



1.) Jack Dawson (left) of Lima-Air Service of San Francisco, visits Don Newton (center) of FTL's San Francisco Sales staff, and Boyd Parker of Los Angeles FTL Sales during the California Funeral Directors convention at Bakersfield, where FTL exhibited the usefulness of its new Super H Constellation fleet in transporting human remains. Dawson is one of the pioneers in regional air charter transportation.

2.) Hal Edgerton, Chicago City Sales Manager of FTL (left) explains to Gail and Edward Johnson the advantages of shipping human remains by air at the Flying Tiger booth at the Illinois Funeral Directors Association convention at Chicago. Mr. and Mrs. Johnson have pioneered air shipping of human remains. Besides lecturing and writing for national trade magazines, they operate the Johnson Mortuary in Chicago.

## New DSM's Named



RAY KEISER, newly appointed District Sales Manager at Portland, Ore., formerly on the San Francisco Sales Staff.



JOSEPH RYAN, FTL District Sales Manager at Portland, Ore., has moved into the DSM spot at Newark.



RICHARD C. COCHRAN is the recently appointed sales Representative for Flying Tiger at Dayton, Ohio. Dick served as salesman in Cleveland, Ohio prior to his transfer to Dayton. He joined FTL at Detroit in 1956 and after a short tour there moved to Cleveland. Dick is a native of Wyandotte, Michigan, and attended both Detroit Institute of Technology and Wayne State University in Detroit.



Al Sachs finds himself in familiar territory as he takes over the position of District Sales Manager at FTL's Cleveland station. Al is a native of Cleveland and attended high school there before entering college at the University of Southern California. After graduating from USC in 1949, where he majored in commercial aviation and wrote his thesis on air freight, Al joined the Tigers as a cargo handler in freight operations. In 1951 he became FTL's international station manager in Berlin and six months later was put in charge of the Mexican operation out of Brownsville, Texas. He subsequently transferred to crew control and in 1954 joined the BUR sales staff. Al spent three years in the Air Force as a B-24 bomber crew member. He is married and has two children.

An experimental service involving transportation of first-class mail by air was begun on October 6, 1953, now provides direct or indirect service to more than 200 U.S. cities.



"—So I says to the Old Lady: 'You stupid? ME move the furniture around?'"

## FREIGHT SALESMEN, TRAFFIC MEN, DISCUSSED AT DETROIT MEET

*Editor's Note: A recent issue of Transportation Week carried the following story based on a panel discussion at the Motor City Traffic Club, Detroit. We reprint the major part of it here for its value to FTL readers who may have missed the original story.*

Behavior of freight salesmen and of industrial traffic managers was criticized in some respects and commended in other respects by a panel composed of two men from the "buying side" and two from the "selling side" in transportation, at a forum session of the Motor City Traffic Club.

A summation of the points made by the panelists would embody two conclusions that could be stated, in substance, as follows:

1. From the standpoint of the freight salesmen who call on him, the industrial or commercial traffic manager who in his relationships with such salesmen shows sincerity, integrity, and willingness to listen is "an all right guy."

2. From the standpoint of the industrial or commercial traffic executive, the "welcome mat" is always out for freight salesmen who are candid and reliable and who "know their stuff," are genuinely interested in the problems of the traffic people on whom they call, and "follow through" with efforts to avoid disappointments to the buyers of their transportation service.

### Shippers, Carriers on Panel

The panel members were: Gordon Anderson, traffic manager of Dow Chemical Co., Midland, Mich.; Edwin A. Olson, vice-president of the Chicago & North Western Railway, Chicago; George William Wright, traffic manager of the Midwest Division of International Salt Co., Inc., Chicago; and B. N. Maier, assistant vice-president, sales and service, of the Chesapeake & Ohio Railway, Detroit. Joseph C. Schelem, of Washington, D.C., editor of *TRAFFIC WORLD*, served as moderator.

A question-and-answer session followed the presentation of the talks by the panel members, who, by agreement among themselves, divided the general subject of discussion so that Mr. Anderson stated what he disliked and Mr. Wright told what he liked about freight salesmen, while Mr. Olson and Mr. Maier, respectively, took the "dislike" and "like" approach to their appraisals of industrial traffic managers.

### Mutuality of 'Need'

Mr. Anderson prefaced his criticism of freight salesmen by saying that "we industrial traffic managers need the carriers and their salesmen just as much as they need us." Freight salesmen had some undesirable traits, but no one salesman was as "bad" as any of the hypothetical salesmen he was about to discuss, he said, adding that his remarks applied to freight sales executives as well as to freight salesmen.

There was, first, he said, "Dolorous Donald," who was in difficulty because his company just could not provide the service and who always needed an adequate explanation for his home office as to why he "got less freight last month than he got in the same month last year." Then there was the "Regular Router," who felt he must call on each shipper at stated intervals and whose calls were usually timed to coincide with the local traffic club party, said Mr. Anderson. He spoke of "the fellow who, when he calls, explains that he knows we could ship some of our freight on his line, but he isn't sure just what we ship, nor is he sure about the types of service offered by his line." Asked about schedules, this fellow

would say he would get the schedules and that he would bring them the next time he called, said Mr. Anderson.

"We can give him a lot of help, but no freight," he remarked.

### Attitude Toward 'Generous George'

Another type of salesman, "Generous George," Mr. Anderson said, was one "who 'knows' that the industrial traffic managers are in business for what they can get for themselves." Mr. Anderson expressed the view that traffic managers generally believed in relaxation and that social get-togethers could be mutually helpful, but added that "we deeply resent the implication that we can be influenced by gifts"

Mr. Olson, who included some humorous anecdotes in his remarks, observed that he was "not more than four months removed from commercial traffic" (he was general traffic manager of Libby, McNeil & Libby before his election to the C. & N. W. vice-presidency) and said that he still felt a mutual kinship with commercial traffic men.

Among industrial traffic men, Mr. Olson said, there was "the 'cagey' type who has a tremendous problem, but thinks he can solve it by asking a few leading questions."

### No Betrayal of Confidence

"He won't take you into his confidence . . . but he could profit by doing so," he said. "I never found a single freight salesman, among those who were not strangers to me, who would betray a confidence."

Speaking of "the fellow who always calls the president of the (transportation) company first," Mr. Olson indicated he had no argument with the man who had exhausted his efforts with the traffic department and then called the president of the company, since that was the man's prerogative. However, Mr. Olson cautioned, "it's a mistake to cut out the first line of approach."

"I like men calling on me who know my business; men who know what a salt company is and what its problems are . . . I figure that the more they know about my problems the more they'll help me . . . I like people to call on me who want people to know what we ship . . . I like the people who call on me to be enthusiastic about their jobs . . . I like those people who call on me who have a good follow-through. There are sales people



"Can you tell me what city our station 'TWX' is in?"



Col. Hal Rumsey, Commanding Officer of MATS 1503rd Air Transport Group, congratulates a Marine PFC upon completion of his tour of duty in Japan as he prepares to board Flying Tiger's inaugural flight out of the new Tokyo International Airport Commercial Terminal facilities for the United States. On the left is Ed Hembree, Pacific Operations Manager for CONOPS, who was on hand to supervise the inauguration of the new service. Previously, MATS was processing passengers assigned to Flying Tiger flights and providing the ground handling with military personnel. With this flight, Flying Tiger took over all passenger processing and ground handling, using the International Terminal facilities. Col. Rumsey, as commanding officer, is responsible for the administration of Civil Carrier Contracts in Japan.

*Editor's Note: The following story carried by David Rees, Los Angeles Mirror-News Business and Financial Editor, is typical of comment by the nation's business press on Flying Tigers profit showing.*

## Flying Tiger Net Soars 26-Fold

Flying Tiger Line, Inc., may have turned the corner. For the first time in the big airfreight carrier's 14-year history it showed an operating profit from airfreight operations in the fourth fiscal quarter ended June 30, reports President Robert W. Prescott.

Without the usual drag of airfreight losses, Prescott today estimates Flying Tiger fiscal '58 earnings soared to \$1,324,000, equal to \$1.30 a share, from \$101,669, or 5 cents a share, in fiscal '57. Total operating revenues, including freight and contract operations but excluding special items (gain on sale of aircraft), climbed 38% to \$33,878,000 from \$24,651,146.

From these operating revenues Flying Tiger was able to report a net operating income of \$1,514,000 in fiscal '58, vs. an operating loss of \$1,017,450 the prior year.

Prescott, who attributes the pleasant-reading figures for airfreight operations to increased volume and new operating economies, expects "to be able to continue this favorable trend throughout the balance of calendar 1958."

So optimistic is the company about its future prospects, now that the profit corner seems to be turned, that it declared a 5% stock dividend, payable Dec. 15, record Oct. 1. The firm last paid a 5% stock dividend in January, 1957.

who, when they know you're 'in a spot,' will call you Saturday or Sunday to tell you what's been done to help you . . . I like people who let me know what's going on — who tell me the things done to speed up service. That's my bread and butter . . .

### Appreciation of 'Straight Answer'

"The trait that means most to me is the sincerity and honesty of the men who call on me . . . We like the man who gives a straight answer . . ."

Asked whether or not he was receptive to calls by freight salesmen without appointments, Mr. Anderson said he was not opposed to regular calls if they were well timed, but that it was much better for salesmen to make appointments before they called.

### Salesmen's 'Greatest Weakness'

Replying to a question as to what he regarded as the greatest or most prevalent weakness among freight salesmen, Mr. Wright said that the "greatest weakness" of the freight salesman was "his not knowing why" he was calling on the traffic manager or what the traffic manager needed.

"When a salesman asks questions with a view to learning what he can do to help us," Mr. Wright said, "we appreciate that . . . As to a man who calls on you when you know and he knows that he's just 'making talk,' that's something else . . ."

Versatility of air transportation in carrying the mail was most recently demonstrated in February of 1958 when the airlines airlifted three-cent letter mail being delayed because surface transportation was bogged down by ice and snow. About half a million pounds were moved over a three-day period from throughout New England to New York and Washington and to various postal gateways in the East, South and Middle West.

## TIGER SERVICE EVOKES KIND ENCOMIUMS

The growing popularity of Flying Tiger group flights to Europe has resulted in thousands of group passengers taking their first transatlantic crossing with FTL. Actually for many the charter flight has marked their first airplane trip. The departure of a group charter flight is always marked by enthusiastic bon voyage parties and passengers filled with anticipation.

A typical example of how many of our passengers approach these charter flights is provided by a letter recently sent to the Philadelphia station by a member of a Pennsylvania group, the Cannstatter Volksfest Verein, by Mrs. Werner H. Bathmann of Langhorne, Pa.

Mrs. Bathmann was among some 342 members who were transported to and from Stuttgart via FTL Lockheed Super-H Constellations. Mrs. Bathmann began her letter, written before the flight, as follows:

"Dear Sirs:

"As members of the Cannstatter Volksfest Verein my husband and I will have the exhilarating experience of being carried across the big water in one of your fine ships, piloted by one of your pilots of renown. This fact alone will set apart our venture from any other ordinary flight trip. We have read a lot about your history, how you overcame the very difficult obstacles in your way in making the transition from war activities to the peaceful endeavors of what constitutes the mighty 'Flying Tiger Line' today. Surely a well earned reward for vision, tenacity and just hard work. We are very proud to be your guests.

"My husband will use the 4 weeks excursion but I was lucky to obtain passage on the 8 week tour. It will be the first time 'in the air' and the first visit abroad in 26 years. Our home town (Bremen) as well as many others will be visited and we both are very much looking forward to this summer."

"There is no particular purpose to this letter other than to let you know how pleased we are to be going with you and how much we appreciate your cooperation in arranging these flights I thought you would like to know.

Sincerely yours,  
Erna Bathman (Mrs. W. H.)"



Jack Marks, Portland Zoo superintendent, shows Capt. Ed Lowe (right), of the Flying Tiger Line, one of his passengers on the first stage of a flight of four Oregon beavers to the Brussels World Fair, to be exchanged for an equal number of Russian bear cubs. (See story on Page Two).

# FTL Pioneers Radio-Controlled Truck Dispatch

## Faster Service, Better Use of Men and Equipment Noted

"KMG 993 — Tiger Base to Tiger 1." The wording sounds like it might be a call to a Flying Tiger Super Constellation airborne for its next stop but instead it is the call of one of the most interesting phases of The Flying Tiger Line's ever-growing Freight Operations — the radio-controlled truck dispatch desk of Customer Service at the Burbank Freight Station.

First to be established in the airline and the first to provide such service to Southern California air freight shippers, the experiment was begun a year ago by Freight Operations Manager Joe Healy and Frank Lynott, Vice-President of Operations, to find a better way to serve the vast Los Angeles metropolitan area.

It has long passed the experimental stage. It is now considered one of the most important steps ever taken to increase the efficiency of air freight ground service. It has been copied in many other cities around the nation.

### 'Shorty' Russell in Charge

The "hot" Burbank desk under the direction of one of the airline's most experienced truck supervisors, William (Shorty) Russell, whose air freight experience dates back to the first days of air freight — 1945 — now handles upwards of 300 calls daily and directs a fleet of 30 trucks. He is assisted by Al Lightbody, Assistant Dispatcher and OSD Controller at Burbank.

Ask "Shorty" Russell, whose air freight break-in occurred during the first days on Los Angeles' famed Flower Row, for a rundown on his experience controlling truck operations by radiophone in place of telephone and you get a summary of the why of the system:

*"It's impossible to over-emphasize the improvement over the old system of a dime telephone call from a driver every time he stopped."*

*"It's no rarity at all to have a customer still hanging on the phone talking about getting his freight picked up when our driver shows up at his elbow. The customer is always amazed. The answer is, of course, that you are always in instant contact with your trucks and the truck may be just*

*around the corner, or even next door when the pick-up call comes.*

*"Frequently when a driver calls in to leave for his next pickup, we may get three pickups in that general area for him before he ever gets to the next stop. If you were working by telephone, you never could have caught him.*

*"If a truck breaks down, we can have another one covering his area with very little delay, or we can get a truck to him to take his load and get it to the station in time for a flight. You never could do this with telephone coverage.*

*"We estimate we have at least doubled our pickup ability and what satisfies the customer, especially, is the quickness with which we can execute pickups and bring off late or emergency pickups, most of which you'd have missed with the old telephone system.*

*"In addition to handling 60 or 70 pickup calls daily, we can greatly expedite releases of shipments or re-direct drivers much faster when they are unable to locate an address. It saves the driver a lot of beating around hunting in the dark."*

### 'RCA Mobile Unit'

Officially, the system is called the "RCA Mobile Unit." It operates largely on code to save time and to eliminate the puzzling out of instructions if they had to be spoken during periods of poor reception. For example, if Russell wants to locate a particular truck, each of which has its own call number, he will say:

"KMG 993 — Tiger Base to Tiger 10 — Code 1." Code 1 means — "What is your location?" The driver picks up his microphone in the truck cab for an instant reply.

Here are the basic codes:

- 1. What is your location?

- 2. I am at \_\_\_\_\_
- 3. Proceed to your next stop
- 4. Would like a release on \_\_\_\_\_
- 5. Unable to make pickup or delivery
- 6. Do you have room for pickup?
- 7. Acknowledgement OK.
- 8. I have a pickup for you
- 9. Call me by phone
- 10. Stand by and I will call back
- 11. I am leaving my truck
- 12. I am back in my truck

These calls can be exchanged over an unbelievably broad area. For example, the Tiger Base has no difficulty reaching drivers as far east as San Bernardino, some 70 miles distant; Costa Mesa, some 60 miles to the south; or Edwards Air Force Base, about 100 miles north.

Peak hours start about 2 p.m., with 3 p.m. the hottest time of the day.

Each dispatcher and the drivers must have radiotelephone operator permits showing that they have been checked out in the system.

Russell, whose air freight service dates back to driving the first trucks for air freight in the wild scramble that was once the "LA Flower Market," and who came to the Tigers in 1950 as a truck dispatcher, looks fondly at his "mike" and says:

*"Well, this is a long way from the days when you were driving around frantically looking for a place to park and hoping you had a dime to call in and find out what particular piece of hell had just broken loose for you."*



1. Key point in Customer Service at the Burbank Station is this Truck Dispatch desk manned by William (Shorty) Russell (right), who heads up the desk, and his assistant, Al Lightbody. The "mike" is located directly in front of Russell.

2. Driver Frank Tondorf, (left) who has spent five years on Flying Tiger trucks, gets his freight delivery instructions from Russell. It is 8 a.m.

3. Next stop is getting the freight into the trucks.

4. Tondorf (right), checks out Driver Joe Moreno. Trucks are ready to roll. It is 8:45 a.m.

5. Russell takes a pickup call on his telephone. The customer has special instructions, Russell relays them instantly to the driver via radiotelephone, in his right hand, with the customer still on the telephone.

6. Tondorf, just about to leave on another pickup, gets the call in time to make the new pickup before he gets out of the area. In his hand is the cab "mike."



The world's first night mail flight — a part of the first trans-continental through flight — was from North Platte, Nebraska to Omaha to Iowa City to Chicago on February 22 and 23, 1921, with Pilot Jack Knight at the controls.

**THE FLYING TIGER LINE**  
LOCKHEED AIR TERMINAL • BURBANK, CALIF.

