

# MERRY CHRISTMAS TO ALL



## TIGERVIEW

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

VOL. 21, NOS. 5-6

NOVEMBER-DECEMBER, 1962

### Tigers Begin Co-ordinated All-Mode Freight Plan

#### New Tariffs Give Tigers Right To Charter Flights Within U.S.

Two new Flying Tiger passenger charter tariffs, Nos. 110 and 111, went into effect in November and December, giving the airline, for the first time, the right to originate passenger charter traffic between points within the United States as well as between the United States and foreign countries.

In addition to its extensive military contract and domestic airfreight business, the airline now has the opportunity to develop passenger transportation on a group basis to any point within the United States as well as overseas.

Thus comes full circle the group charter idea which the airline originally fostered more than 10 years ago—low-cost group travel to Europe.

Although the airline had held rights to engage in overseas group travel business, it was not until action by the last Congress that it gained the same rights within the United States.

Following favorable action by Congress, President Robert W. Prescott ordered the filing of tariffs to cover the domestic as well as the overseas group travel mar-

(Continued on Page 4)

#### BULLETIN

A \$17,000,000 purchase of two Douglas DC-8F Jet Traders, which will be the largest and fastest transports in cargo operations, was announced by Robert W. Prescott, president of The Flying Tiger Line, world's leading air-cargo carrier.

The huge cargo convertibles, so called because they will carry up to 189 passengers or 95,282 pounds of cargo, will be delivered to the airline in January and March of 1964. They are the first to be ordered by a scheduled U.S. carrier and will be manufactured at the Douglas Long Beach plant, where eight others are being built. Purchase price includes Turbo-fan engines and spare parts.

#### FTL Skyroad Program To Include Trucks, Railroad, Sea Carriers

Flying Tiger's new Skyroad program for the co-ordinated development of freight by air, truck, rail and sea was kicked off in November and December by a team of nine company executives in a series of coast-to-coast conferences with shippers, transportation officials and FTL ground and sales personnel.

#### New 44 Flights Aid Schedules

Expanded transcontinental all-cargo service with new turbo-prop airfreight equipment was begun November 26 by The Flying Tiger Line.

John L. Higgins, vice president, announced the start of direct overnight service from San Francisco to New York, non-stop service both eastbound and westbound between Los Angeles and New York plus speeded-up schedules between New England, the Midwest and West Coast terminals.

Two additional C1-44 turbo- (Continued on Page 5)

#### 9-Month Earnings Total \$2,621,721

With traffic showing a record gain of 83 per cent in the first nine months of 1962, The Flying Tiger Line reported earnings of \$2,621,721, equal to \$1.81 a share, for the three-quarter period ending September 30.

In the same period last year, the carrier sustained a loss of \$142,090, or 12 cents a share. Earnings were after declaration of preferred dividends. Included in the 1962 results was a special (Continued on Page 5)

#### Tigers Proved Ready

Bill Geland, FTL contract administrator, reports that the operational readiness of the airline in time of emergency was graphically illustrated in the recent Cuban crisis. A few hours before President Kennedy announced the crisis, FTL received an urgent request from MATS for additional airlift. This was on Sunday morning, Oct. 21. The same day, the airline scheduled and started operating the first of 14 additional MATS flights.

#### Tigers Start Stepped-up Orient Sea-Air Service to U.S. Cities

The first co-ordinated transportation service combining both sea and air facilities between the Orient and inland points of the United States is now under way by the Flying Tiger Line and trans-Pacific steamship companies.

#### STOCK DIVIDEND

A stock dividend of five per cent on the outstanding common stock of The Flying Tiger Line, payable February 15, 1963 to stock of record January 2, 1963, has been voted by the Board of Directors, Robert W. Prescott, president, announced.

This is the third stock dividend voted on the carrier's common stock. Previous dividends of five per cent each were distributed in 1958 and 1960.

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Mr. Oswald R. Burghardt, Secretary and Assistant Treasurer of Flying Tiger Line, Burbank, is pictured at Los Angeles International Airport with his sister, Mrs. Lena Neuman, of Flying Tigers, Portland, Oregon. Brother and sister were photographed about to board an SAS polar jet to Copenhagen, and then a vacation in Frankfurt. Mr. Burghardt resides in Sherman Oaks, California.

## TIGERS BEGIN CO-ORDINATED FREIGHT PLAN

(Continued from Page 1)

ed to tie-in some 1,500 cities throughout the nation to Flying Tiger terminals for the co-ordinated air-truck movement of freight.

### FTL Representatives

Representing the company to discuss various phases of the program ranging from accounting procedures to advertising promotion were:

Robert Blanks, manager of market development, and responsible for the creation of the program; George Zettler, assistant to General Sales Manager P. T. Albert; Bob Brunner, manager of rates and tariffs; Howard Reed, manager of revenue accounting; Noe Cadena, manager of surface-air; Paul Finazzo, eastern region sales manager; John Brannigan, western region sales manager; Larry McFarland, New York district sales manager; and John DuBois, account executive for Hixson & Jorgensen, FTL advertising agency in charge of advertising promotion for the program.

One-day conferences were held at each city, organized around an agenda which was illustrated by film slides to highlight sales, rates, claims and insurance, accounting and advertising features of the program.

Skyroad represents 15 years of development of the hub-trucking idea originated by Tigers back in 1947, when the airline began serving areas adjacent to main terminals by truck instead of flying airplanes directly into such cities. Ultimately, this concept was officially recognized by the Civil Aeronautics Board, despite the opposition of passenger airlines, which subsequently followed the idea, themselves.

It was proved, for example, that the airline could serve such points as San Diego out of Los Angeles, Philadelphia out of Newark and Milwaukee out of Chicago as efficiently by truck and with less cost than if it tried to fly airplanes directly into these adjacent cities.

Then, in 1959, the airline engaged in a Skyhighway program, under which some 100 cities were tied into the airline's main terminals by a combination of air and truck.

### Skyroad Expansion

Skyroad, which greatly expands this program and additionally will ultimately bring both sea and rail transportation into a unified service of all air-sea-land facilities, is the final result of original hub-trucking idea.



San Francisco Skyroad Conference—(seated left table, left to right) Dick Meyers, president, Bonded Drayage; Rod Ernst, traffic manager, Hewlett Packard; John Dods, assistant traffic manager, Ampex Corp.; Jack Hatfield, president, Hatfield Trucking; (seated, right table, left to right) Dave Pfaff, purchasing agent, Barnes Hinds Laboratories; Dan Filbert, traffic manager, Applied Radiation; Lt. Col. Louis Rice, chief freight traffic division, western traffic region DTMS; Mrs. Rice; Pat Thayer, FTL Skyroad dispatcher; Russ Davis, traffic manager, H. S. Crocker Co. (Standing, front row, left to right) Bill Wright, FTL district sales manager; Bob Brunner, FTL rates and tariffs;

Vern Chase, FTL assistant district sales manager; John DuBois, Hixson & Jorgensen; John Brannigan, FTL western region sales manager; Noe Cadena, FTL surface-air; Jack Fitzwater, traffic manager, Eitel McCullough Co.; Howard Reed, FTL revenue accounting; De Leon Perez, district sales manager, Valley Motor Lines; Martin Rotonda and Eric McDonald, partners, Tando Trucking. (Standing, second row, left to right) Tom Peterson, assistant traffic manager, California Packing Corp.; Bill Grassfield, FTL sales; Ivan Towler, FTL station manager; Cliff Bonington, general traffic manager, Oregon-Nevada-California Truck Lines.



Burbank Skyroad Conference—left to right, Chet Sams, vice-president of Garrett Freightlines, Pocatello, Idaho; (rear left) Lionel Gamba, traffic manager Air Cargo, Burbank; Ken Row, Skyroad dispatcher, FTL; Homer Carr, vice-president Air Cargo, Burbank; Art Ives, FTL Ground Operations; Jess Kaufmann, division manager, Smith Transportation Co., Santa Maria; John Brannigan, FTL western region sales manager; Dean Sheets, FTL Manager of Stations; Ralph Schroeder, president of Marrow Trucking Co., San Diego; A. W. Nielsen, vice-president of City Transfer Co., Long Beach; Jim

Josey, vice-president of Marrow Trucking Co., San Diego; L. K. Woodward, vice-president, Hixson & Jorgensen, Los Angeles; Richard A. Aschieris, district sales manager, Western Truck Lines, Los Angeles. Standing, left to right, Bob Hendricks, assistant district sales manager, FTL Los Angeles; Bob Brunner, FTL manager rates and tariffs; John DuBois, Hixson & Jorgensen, Los Angeles; Howard Reed, manager FTL revenue accounting; Noe Cadena, manager FTL surface-air; and Robert Blanks, manager FTL market development. Other conferences were held in eight key cities.

Highlights of the program include:

A tariff, expected to become effective at the end of December, which creates a zone-to-zone basis for rates, permitting common rating of entire zones. Five zones are created as follows:

Zone one, the air terminal point and pickup-and-delivery

area permitted by the CAB; zone two, 25 to 50 miles from terminal; zone three, 50 to 100 miles distant; zone four, 100 to 200 miles distant; zone five, over 200 miles. Common rates are set for each zone, which greatly simplifies tariff construction by eliminating a need for setting a rate for each individual city.

Combined surface-air service is accomplished through filed interchange agreements with a single level of liability and through rates, on a single bill of lading and on a door-to-door service basis.

A sales program embracing the staffs of both the air and surface carriers, with FTL additionally

opening direct sales offices in various cities in conjunction with the motor carriers' own offices. Such joint offices will be operated initially in Indianapolis, Buffalo, Pittsburgh, Providence, Albany and San Diego.

A promotional program embracing both newspaper advertising

(Continued on Page 3)

## FTL Aids Move Of 42 Families For Boeing

A total of 144,100 pounds of household goods, representing the possessions of 42 families, was moved by Flying Tiger Line and the Illinois Central Railroad as part of the Boeing Aerospace project relocating some 700 employees in connection with the Saturn space exploration venture.

The movement involved transfer of the families from Seattle, headquarters of Boeing, to New Orleans.

In accomplishing its part of the move, Flying Tiger teamed up its facilities for the first time with the new rail piggyback method of freight transportation. Household goods assigned to Tiger freighters by Boeing were flown to Chicago, then transferred to vans which were piggybacked by Illinois Central to New Orleans.

The combination of air-rail movement on a 12,000-pound shipment was about \$54 cheaper than by vanline and if storage in-transit rights were exercised, additional savings up to \$240 were possible, since FTL tariff rules permit 15 days of free storage if the family is not ready to move into a new home immediately upon arrival of their goods.

Mike Gurley, Seattle district sales manager for FTL, reported that Boeing was "very well satisfied with the move." He said the average in-transit time of the air-rail move was six to nine days, compared with 10-14 days by rail car or vanline.

## CO-ORDINATED FREIGHT PLAN

(Continued from Page 2)

ing and direct mail in 12 states and covering some 1,500 cities, with supplementary trade publication advertising and sales hand-out literature.

Data processing of the Skyroad program through IBM tabulations which will provide complete and constant data on all shipments, showing origins, destinations, activity of affiliated carriers, types of commodities moving and volume, who pays the freight bill, and like information so that unprofitable areas can either be eliminated quickly or given special development attention.

Establishment of Skyroad dispatchers at each major airline point to work in conjunction with the airline's existing Customer Service Department and provide information on traffic moving between various points, rates and service.

Standard claims procedures,



Start of a typical air-rail movement of household goods is shown here with the arrival of a shipment at the Seattle-Tacoma airport. The goods, packed in special Tiger-air-van containers at the home of a family, are loaded on flatbed trailers and towed to the airport. Discussing the operation here are, left to right, Mike

Gurley, Seattle district sales manager for FTL; Bud Robbins, sales manager of Active Moving, packer of the goods; Laia Coons, general traffic manager of Boeing Aerospace who originated the air-rail concept; Ralph Finely, Boeing Aerospace traffic; and Jim Stirratt, owner of Active Moving.



A container is fork-lifted to the waiting Tiger airfreighter direct from the van trailer.



Watching as the container is boosted through the airfreighter door are, left to right, Finely, Gurley, Coons, and Robbins.

prompt payment of affiliated carriers through expedited accounting procedures, with all accounting work concentrated in Burbank to expedite billing, payments and data accumulation.

Inclusion of 53 military bases in a special tariff in addition to the 1,500 city points, thus making the co-ordinated service available to all of the major military centers of the nation.

## Mand Goes East To Hit Success Trail

By BILL McNEILL  
Home Furnishings Daily

LOS ANGELES—They laughed when Emery Mand sat at his desk here and said he could sell carpeting in the East.

Many of his friends warned he was flirting with failure. No one, they argued, could do the coals-to-Newcastle bit with production-run goods tufted in Los Angeles and shipped via airfreight into an area which already had sources and/or carpet salesmen "up to here."

California mills, they contended, were stymied in their efforts to move merchandise outside the 11 western states by a number of economic factors. These included service and freight problems, plus the strategic competition of manufacturers closer to the East, which could and would duplicate anything Mand Carpet Mills had to offer at a lower price.

### Old Story

"Mac" Mand listened to all this and digested it (he already knew it by heart). Then he and his able lieutenant, William Reeves, who has the title of sales manager, proceeded to go out and do what they had heard couldn't be done.

And, according to Mr. Mand, in the process his firm has far surpassed the sales projections which were established at the outset of the program which "didn't have a prayer," to quote some skeptics.

"We haven't completed a full year of selling in the East yet, but we have already done as much business as we had anticipated doing through 1964," he said.

### Adamant Mand

One of the aspects of the Mand plan which early in the game drew its fair share of skepticism was that calling for filling delivery commitments principally by airfreight. But Mr. Mand was adamant about this point.

"I knew," he recalled, "that service would make or break us." So airfreight schedules were set up. The plan was slow to get off the ground, but it is winging now, and the bulk of all eastern shipments are going via Flying Tiger line. The company prides itself on being able to make an eastern delivery in 24 to 48 hours. The shorter figure is pushing things a bit, the mill executive acknowledged, but it can be achieved.

"As a matter of fact," he observed, "in some cases we have landed goods quicker in New York than we can in Burbank." (This city is about 20 miles from the mill.)

## Air Cargo Costs

A study, titled "The Cost of Air Cargo Service," made public by the Civil Aeronautics Board, contains a general recommendation that for the "young growth industry," there should be a rate philosophy "keyed to experimentation and flexibility."

It suggests a CAB minimum rate policy to accept individual rates "as long as long-run marginal costs" for particular shipments are covered and the overall rate structure recovers total costs, including the cost of capital, without excluding rates below long-run marginal costs but which are justified by special circumstances.

The study was made for the CAB by the Systems Analysis and Research Corp.

In the fiscal year ended June 30, 1962, the Flying Tiger Line operated 16.7 per cent of the total contract awards made by the Military Air Transport Service.

## New Tariffs Give Tigers Right To Charter Flights Within U.S.

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kets and authorized the establishment of a separate division within the company to develop traffic—Contract Sales.

### Cussen Heads Division

Executive Vice President Fred Benninger named Vice President George T. Cussen to head up the division, which is charged with developing both domestic and overseas passenger charter traffic.

While tariffs were being prepared and submitted to the Civil Aeronautics Board for approval, Cussen organized the new division, with sales activity throughout the United States as well as Europe and the Orient.

Approval of the new tariffs was given by the Board in November and December, thus formally placing the airline in position to quote on group travel business.

Cussen said his office had received a large number of inquiries about Tigers' capability in the domestic field as well as overseas.

*"We believe there is a very large amount of domestic charter traffic available in this country which is difficult or unsuitable for the regular passenger carriers to handle due to the off-line nature of many of the requests they get for accommodation of groups,"* Cussen said.

*"Additionally, many groups do not like the idea of blocking out space on regular flights and being mixed in with other groups or regular traffic. They like the convenience and freedom of what is literally their own airplane."*

*"We have seen this work out in the international field and are confident we will have the same*

*experience domestically."*

The Tigers got their first domestic charters off within 10 days after receiving approval of the tariff.

First flight was 116 students from the University of California at Berkeley homeward bound for New York and the Christmas vacation. They left San Francisco on December 14. Shortly after, another planeload of holiday-bound students from Brigham Young University, Salt Lake City, flew to New York, too.

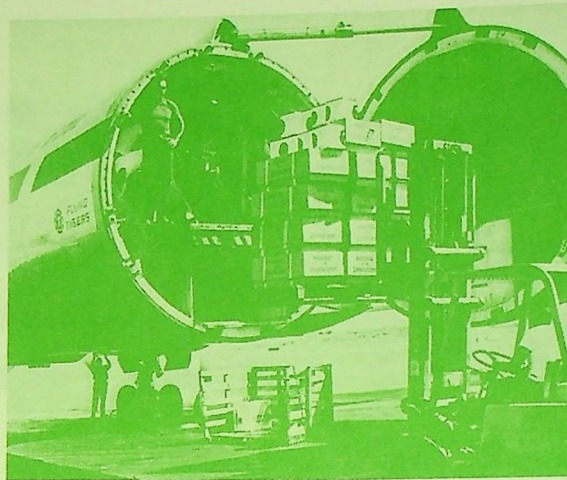
In another direction, the airline operated its first CAM flight under the new charter rights, flying soldiers from Monterey, Calif., to Boston.

### Many Quotations

Cussen said the division was now bidding on a very substantial amount of domestic and international business. Typical of the domestic charter quotes being requested were the following: Los Angeles to Indianapolis, Portland to New York, Los Angeles to Sacramento, Los Angeles to Seattle, Los Angeles to Hartford, Los Angeles to Phoenix.

Meantime, international quotes were being requested from a large variety of groups—churches, the YMCA, universities and even an association of bull-fighters. Destinations included Paris, Honolulu, Amsterdam and were from points in Canada as well as the United States.

Cussen said the rules for domestic travel were in accord with regulations laid down by the Civil Aeronautics Board and similar to those already in existence for international travel—groups must be bonafide associations, clubs or organizations not formed for the purpose of a



**Airfreight Featured**—The Newark, N.J., News devoted a full page in a recent Sunday edition to a picture feature about the use of airfreight by the Manhattan Rubber Division of Raybestos-Manhattan, Inc. The picture page opened with a photograph of an employe testing a bowling ball for balance in Manhattan's Passaic, N.J., plant at 2 p.m. The series then depicted the ball as it was packed and checked in the Manhattan plant. Another picture showed the ball being loaded on a Flying Tiger aircraft that evening. The next photograph, taken at 6 a.m. the following morning, showed Francine Sidney receiving her "rush order" from pilot John Ewald at Lockheed Terminal in Burbank, Calif. In the last picture, Francine enjoyed her new ball in a Burbank bowling center.

charter and individuals participating must have been members of a group for at least six months.

*"Like our international rates, our domestic rates will be most attractive,"* Cussen said. *"It will be low-cost travel, substantially better than can be obtained by any other means. It will make the possibility of air travel within the United States as interesting and economical as we have already proved it to be abroad by this method of chartering entire airplanes to groups. The pro-rated cost per individual makes it possible for any average citizen to go most anywhere at a price his pocketbook can afford."*

### PIN AWARDS

#### TEN YEAR

Anton Bitunjac, ORD; Ernie Hickman, BUR; "Mac" MacGregoe, BUR; George Mildeberger, BUR.

#### FIVE YEAR

Billy Joe Anderson, ORD; Cornelius Coleman, ORD; Harry Curry, BUR; John Dunn, BUR; John Hart, BUR; William Luckie, BUR; Lois Mauer, BUR; John McComb, BUR; James McLachlan, BUR; James O'Donnell, BUR; Ellen Schiffrin, BUR; Kenneth Thompson, EWR.

## 1st Mechanized 44 Loading Units at BUR

Installation of the first mechanized air cargo loading system for Flying Tigers' new fleet of CL-44 swing-tail airfreighters is under way by the Maintenance Department at Burbank.

Priced at \$18,000 each, Flying Tiger has ordered 10 of the systems from the American Machine & Foundry Co., of Greenwich, Conn., Joseph Healy, Director of Ground Operations, announced.

Called the "Unifreight System," the AMF Mark IV unit consists of lightweight high-strength aluminum roller conveyors, pallet-restraint locks, side guide rails, and aircraft cargo deck attachment fittings. The system has been designed to sharply reduce aircraft loading and unloading time—from the present eight hours to one hour.

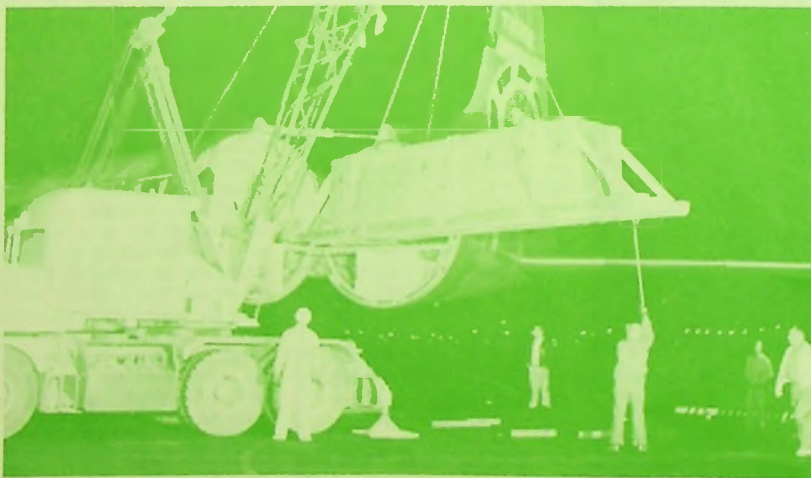
Neither structural forward bulkheads in the aircraft nor individual barrier nets between pallets are required.

The Mark IV is the only cargo handling system holding an FAA Supplemental Type Certificate for 9G static pallet restraint. This certification has been achieved with no weight, operational or cost penalty.

Three different size pallets can be accommodated—88 in. x 108 in. rigid MATS pallets; 88 in. x 122 in. lightweight, flexible commercial pallets; and 88 in. x 60 in. modular half-size pallets.

The pallets can accommodate loads up to 10,000 pounds or more.

The Flying Tiger system is the first CL-44 installation to meet all of the requirements of the Air Force's 4631. Material Handling Systems.



The largest single piece of airfreight ever flown out of the Los Angeles area is shown being loaded on a Flying Tiger CL-44 on December 3 at Burbank. It is a 23,900-pound turbine rotor being sent to Zurich, Switzerland, for re-work and modification. It is used in the power facilities



of the City of Los Angeles. Crated and skidded, the shipment was 26 feet long. Interior picture shows the rotor being winched into position in the cargo hold. Only straight-in loading feature of CL-44 could accept cargo of this size and configuration.

## Open Lesson in PR Education

Flying Tigers' Public Relations Department gets a lot of varied requests for such things as stickers, pictures, aircraft models, film, donations—well, just about everything in the book—and tries to fill them within reason. But of all the requests, the following letter knocked us right off the chair, not because of the article desired, but because of the way the desire was expressed. Read it and see:

The Flying Tiger Line  
Lockheed Air Terminal  
Burbank, California



Evansport, Ohio  
Box 3  
Oct. 17, 1962

Dear Sirs:

Quite a while ago, I sent a letter to you requesting your stickers or any pictures of your planes.

Maybe the letter was misplaced or something, anyway, I received nothing in reply yet.

Maybe it is because you figures I'm just some country bum who accidentally wrote to somebody for a sticker which maybe he didn't even want.

Maybe it was because you haul mainly cargo and are not interested in me as a prospective customer.

For one thing, I am not a country bum, I live in the town of Evansport.

I am not at all ignorant of aviation. I recently visited the Wright-Patterson Air Force Base at Dayton and went through their B-29, saw many interesting sights, and took 2 rolls of film.

I can recognize at a glance at least 9 out of ten aircraft that come over Evansport, I listen to pilots on short wave radio, (I heard a Flying Tiger plane going over the ocean on my neighbor's more expensive set) I also collect models and magazines on aircraft.

I have a large collection of airline and air cargo stickers from the U.S.A. and Europe. Also I collect aviation pictures and photos.

There is an airport near Evansport which I frequently visit (The Defiance airport)

It's a small airport, but it interests me. There is a Navy PV-2 Harpoon no longer in use out there and I frequently sit in the cockpit of the plane and study its controls.

Also I found an aluminum airplane seat near the river when I was fishing which I promptly took home.

I am sure if you sent me your stickers, it would be for the cause of aviation.

P.S. if you already sent me your stickers, I am sorry I wrote the letter.

Sincerely,  
Kerry Kay  
OVER AND  
OUT

SO THANK YOU

P.S. He got the sticker!



A 1-600-lb. microfilm processing machine is eased into the hold of a Flying Tiger airfreighter for fast delivery from Burbank, Calif. to Chicago. The new high speed

machine will be part of a new and modernized microfilm processing network based in 16 key U.S. cities. All machines are being shipped via Tigers.

## New 44 Flights

(Continued from Page 1)

prop airfreighters, the largest ships of their kind, were added to the airline's domestic freight to provide the new service. With this addition, the carrier has eight freighters flying daily between both coasts with a total airlift capacity of 440,000 pounds.

New westbound overnight schedules provide a 5:25 a.m. arrival at Los Angeles from New York and a 7:50 a.m. arrival in San Francisco from New York, Detroit and Chicago; a 9:45 a.m. arrival in Los Angeles from Binghamton, N.Y., Cleveland and Detroit, and a 9:15 a.m. arrival in Los Angeles from Boston, Hartford and Chicago.

New eastbound overnight schedules provide a 4 a.m. arrival in Chicago and an 8:55 a.m. arrival in New York from San Francisco, and an 8:30 a.m. arrival in New York from Los Angeles.

## 9-Month FTL Earnings Total \$2,621,721

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item on aircraft of \$315,821, equal to 22 cents a share.

Robert W. Prescott, president, said the results were the highest in the company's 17-year history. He attributed the improvement to the productivity of the new turboprop CL-44 aircraft fleet introduced into the carrier's operations early this year.

Operating 10 of these aircraft plus its Super H Constellation fleet, the carrier's revenues rose to \$40,935,327 for the nine-month period, compared with \$22,866,878 in the same period last year.

## Thank You!

Flying Tiger Line  
Los Angeles, Calif.

Gentlemen:

On August 25th, I sent a friend of mine some personal effects she had left in Los Angeles. The destination of these articles was Boston.

Being in a business myself where service is our most important commodity, I thought you would be interested to know that the service rendered directly by your employees at both sending and receiving points was excellent. May I quote what my friend has written in a letter to me—  
"The Flying Tiger people were exceptionally nice and everything arrived in real good shape."

May I offer my personal thanks for your courtesies.

Sincerely,

Judith K. Nyström

## MICROFILM UNITS FLOWN BY TIGER

Bell & Howell Co. will shortly have a completely modernized network of microfilm processing laboratories throughout the United States strategically located in major cities and fully capable of keeping up with the country's accelerated demand for microfilm recording of records and documents.

Newly designed Ana-Tec microfilm processors designed to develop up to 100 feet per minute are being rushed to key points including Washington, D.C., New York, Chicago, Los Angeles, Denver, and Atlanta. Existing processing units are simultaneously being rebuilt and modernized for use in Minneapolis, Kansas City, St. Louis and other cities.

The complex machines are being shipped from Los Angeles by Flying Tiger Line as quickly as they are completed. Airfreight was chosen for two reasons: to put the units on the job days earlier, and to avoid the vibration, damage and dust which might be encountered if surface transportation were used.

Because of the smoothness of air shipping, the processors do not require the customary heavy crating and padding for protection. They are simply mounted on pallets and covered with plastic film. The resultant savings in gross weight makes the cost of air shipment only slightly higher than surface rates.

The new processors are being manufactured by Ana-Tec Division of Monogram Industries, Inc., Culver City, Calif., who are also converting the earlier machines.

USE YOUR  
CREDIT UNION

## FTL Begins Co-ordinated Orient Sea-Air Service to U.S. Cities

(Continued from Page 1)

Under a new tariff which FTL has filed, the air rate, including all accessorial charges, will drop to \$8.54 per hundred pounds, while the ocean rate declines to \$25.50 per ton, or a saving on 2,000 pounds of \$13.75 on the ocean portion of the shipment, and more than \$100 on the air charge, since the air rate will include all handling charges now paid separately.

Called "Sea-Air," the service provides for ocean delivery of freight to West Coast terminals of the United States and air movement across the country to domestic terminals such as Chicago and New York.

### Arrangements Completed

Arrangements for a joint shipping agreement between the steamship companies and the airline were completed when the Flying Tiger Line was admitted to the conference for participation in O. C. P. (overland common points) traffic originated by the steamship companies in Japan for domestic U. S. destinations.

The agreement permits the establishment by the airline of a special airfreight import tariff, which combines the steamship O. C. P. rates with special airline rates. This has the effect of reducing higher airline domestic service rates for this type of traffic. It also permits single bill of lading, greatly reducing paperwork, containerized movement of goods in specially designed Sea-Air containers, direct transfer from the steamship company to the airline without repacking, and customs clearance at any major destination point.

Other advantages include a reduction of delivery time by as much as 30 days, reduced packing costs, consolidation of individual shipments to take advantage of volume rates as well as minimizing the loss factor on single shipments and expediting of shipments at the point of origin through co-ordination between the shipping offices of both the ocean and air carriers.

To further accomplish this last step, Flying Tiger has opened a Tokyo office to work directly in Japan with manufacturers and steamship companies.

### Maguire in Tokyo

James Maguire will be in charge of FTL's Tokyo office. His job as described by George Zettler, assistant to General Sales Manager P. T. Albert and organizer of the Sea-Air program, will be to render such service as the following:

When a buyer places an order with a manufacturer or supplier in the Orient, he notifies FTL of the goods ordered and anticipated shipping date. FTL will then take over all shipping details. All services from pickup at supplier's factory or warehouse to delivery to the consignee will be arranged.

The need for this service was pointed up when one of FTL's customers asked what we could do to help him speed up movement and cut transportation charges on goods purchased in Japan. He was able to purchase merchandise in Japan at a very reasonable price, but all the anticipated profits were eaten up by a long list of fees, excessive charges and delays. Most of the problems could be eliminated by having an interested party on the scene and by containerization of the cargo.

Maguire follows up customer orders to insure that production schedules are met. Lost time is eliminated and changes in shipping schedules are relayed promptly to the importer.

### Problems Eliminated

The shippers have been paying for heavy and bulky wooden crating to protect merchandise during ocean transportation. This increased over-all costs five ways:

- 1) Crating charges run from 50¢ to \$1.00 per 100 pounds net.
- 2) Increased bulk-crating increased the size of the goods 15-20%. Ocean freight is based on cubic displacement. The ocean freight was automatically increased by that ratio.
- 3) Increased weight—export packing is heavy. A customer was paying for a 40% increase in gross weight from port of entry U. S. to final destination via truck or rail.
- 4) Excess duty—U. S. Customs charge duty on the value of the material used to crate the goods.
- 5) More delay—it takes time to have crating done. The crater has no special reason to rush production. Frequently delays of a week or more are incurred because a shipment is not ready for movement on the ship scheduled for carriage.

All five problems are eliminated under the Sea-Air movement. No export packing is needed for containerized movement. The Sea-Air container is all the protection needed. Thus cube and weight are reduced. The crating charge and the added duty are eliminated. There is no delay. The goods do not make this detour. They go direct from factory to pier.



The 3,800-pound Andre-matic six-pack beer cartoner is readied for loading on Flying Tiger CL-44 at San Francisco. On hand for the first shipment are, left to right, E. L. Wong, chief engineer for King Sales and

Engineering Co.; Alexander Donald, owner of King Sales; Vernon Chase, Flying Tiger assistant sales manager; and Clancy McQuigg, editor of Good Packaging Magazine. On the fork lift is Jim Brees, FTL lead man.

The haul from export packer's plant to pier—separate charge for this service—is eliminated by direct factory-to-pier service.

## 44 FILM SHOWING RECEIVES PRAISE

A film presentation of the Flying Tiger's new CL-44 fleet, made by Bob Nicholas of the Newark sales staff to some 60 members of the U. S. Naval Reserve Composite Company 3-1 in New York City, brought enthusiastic commendation from Capt. R. Milford Kime of the U. S. Navy.

"I wish to thank you for your very interesting presentation," Capt. Kime wrote. "We thought the film on the new Swingtall 44 was excellent. Attention to details seems to have paid off when it comes to fast freight and quick turn-arounds. The large number of questions and the interest shown by the group, together with the skill with which you handled them, made the discussion period most interesting and provocative."

"It was an enjoyable and profitable evening."

## GOOD PACKAGING MAGAZINE CITES HUGE FTL MACHINE AIRLIFT

Airfreight made news in Sanchinery and other products, Francisco in August when Flying Tigers moved a 3,800-pound cartoning machine from San Francisco to Detroit.

As Good Packaging Magazine saw it in a cover picture and story, it went this way:

"In the past, most emphasis has been placed on how packaged products have been flown from the West to the East—that is, the shipment of produce and, most often, electronic parts rather than heavy machinery."

"Now a 3,800-pound machine was flown not to San Francisco but from San Francisco to Detroit."

### Beer Cartoner

The machine was an Andre-matic six-pack cartoner, urgently needed by Stroh's Brewery in Detroit. Cost of transportation was \$103.60 more than if it had moved by surface, but, Good Packaging pointed out, delivery time was overnight by air, contrasted to nine days by truck.

David Conrad, president of Andre-matic, commented that while speed is often the buyer's prime incentive for flying ma-

chine are other important considerations:

"The big advantage to a manufacturer of machinery is the elimination of the rock and roll of ground transportation. This causes parts to loosen and sometimes even fall off and get lost."

"We have shipped by air before. I can say from my previous experience in the East, when I shipped my products to the West by air, that they arrived at their destination in the same condition they left the factory in 999 out of 1,000 cases."

"There are additional advantages to airfreight, such as easier handling because the crating, if any, is lighter and the purchaser may often pick up the machines at the airport in his own trucks, eliminating many charges and speeding delivery."

Developed and built by King Sales and Engineering Company of San Francisco, the Andre-matic fills bottles and puts them in a fully enclosed paperboard wraparound carton, protecting beer from light exposure and assuring quality consistency.

## Concrete Cutter Units to Paris Via Airfreight

One of the most unusual shipments ever carried by airfreight moved from Los Angeles to Paris in November over the joint route of The Flying Tiger Line and Air France.

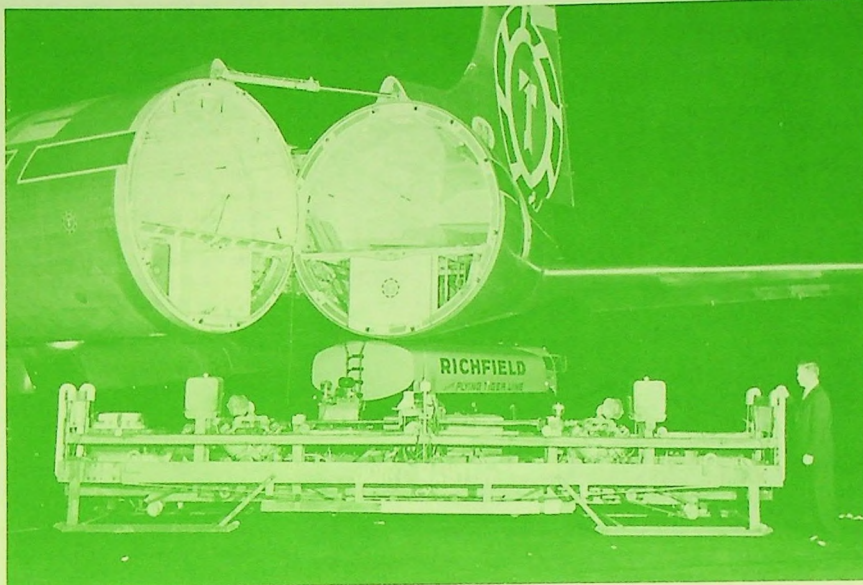
Involved were 12,000 pounds of machinery—three pieces of concrete sawing and smoothing equipment manufactured in Southern California by the Concut Co., El Monte. The machines were a Jointmaster weighing 8,000 pounds, a Bumpcutter weighing 3,500 pounds, and an 800-pound cutting cart. They were consigned to Societe' Dumex, French construction firm.

The Jointmaster was put on a highway project in France when four other machines, cutting expansion joints in newly laid concrete at the rate of one every 18 minutes, were unable to keep up with the paving spread. One Jointmaster with a single operator, instead of four of each, began cutting the joints at the rate of one every minute and one-half—ten times as fast—with savings in time and money.

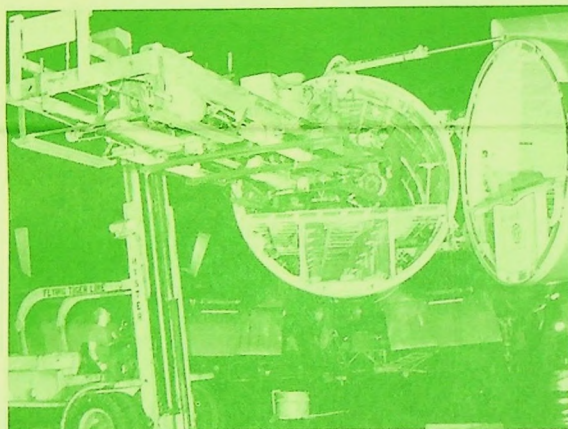
Meanwhile the Bumpcutter was put to work smoothing the bumps on a seven-mile stretch of concrete highway.

The Concut machines, which are also often used on airports, use diamond and abrasive saws to cut or smooth the concrete or asphalt surface.

Flying Tiger flew the big shipment to New York in a Swingtail CL-44 and Air France picked it up there and delivered the machinery in Paris in a matter of some 48 hours, saving weeks over surface transport.



An 8,000-pound concrete cutting machine as it looked before loading in Flying Tigers' CL-44.



The big cutter is moved into the 44 Swingtail.



Here another piece of the cutting equipment is placed aboard an Air France freighter in New York, after

transfer from FTL, who had flown the huge machines in from Los Angeles.

## MANAGEMENT MUST LEARN OVER-ALL DISTRIBUTION IDEA

An understanding of what air cargo service can do for business and industry has become an essential to good management. Stuart G. Tipton, president of the Air Transport Association of America, said before the Atlanta meeting of the International Air Cargo Forum.

"The managements of more business and industrial firms must come to understand the over-all distribution concept—the role of air cargo service in reducing or removing entirely the many hidden costs associated with surface transportation," he said.

"The airlines are making every effort to bring this story to industry through unprecedented advertising, promotion and direct sales campaigns," Tipton said.

"Anyone who makes any claim to management competence must examine carefully what air cargo can do for him and for his company.

"The military agencies were in the forefront in their understanding of the full value of moving material by air," Tipton said. "At a very early date, they recognized that if they moved their airplane engines by air they would not need so many engines. That paid off, and the concept has become a recognized part of modern military logistics. Industrial management should not permit itself to lag behind the government in the introduction of modern methods."

### Post Office Experiment

Referring to the Post Office Department's experiment in which it is airlifting 11 per cent of intercity first class mail. Tipton said, "We estimate that the airlines could handle efficiently and economically at least 40 per cent of intercity first-class mail at a saving of over \$1 million a year to the Post Office Department.

"Here again, we see the total-cost conception at work. Let me illustrate: In 1959—in the hearings before the Senate Appropriations Committee—a railroad witness said it would cost the Post Office more money to move first-class mail by air than by railroad. He noted that air rates are two to three times higher. The Post Office Department was quick to point out, however, that there are built-in costs which increase the over-all railway transportation cost." These added costs, he said, bring the total cost by rail to a level in excess of the 19 cents per ton-mile rate for air. The Post Office said, in fact, that it was saving thousands of dollars a year in its experiment to move first-class mail by air."

## Super Salesman

The newly hired traveling salesman wrote his first report to the Home Office. It stunned the brass in the Sales Department. Obviously, the new "hope" was a "blithering illiterate" for here is what he wrote—

*I seen this outfit which they ain't never bought a dime worth of nothing from us & I sole them a copule hundred thousand dollars of guds—I am now going to Chicago."*

Before the illiterate itinerant could be given the heave-ho by the sales manager, along came another letter—

*"I cum hear & sole them haff a millyon."*

Fearful if he did, and fearful if he didn't fire the illiterate peddler, the sales manager decided to dump the problem in the lap of the President. The following morning, the members of the ivory tower were flabbergasted to see the two letters posted on the bulletin board—and this letter from the President tacked above—

*"We ben spendin two much time trying to spel- instead of trying to sel—lets wach those sails. I want everybody should read these letters from Gooch who is on the rode doing a grate job for us, and you should go out & do like he done."*

From D. D. Lembke, Station Manager, Hartford-Springfield



A few of the Air Cargo Conference visitors are shown here as they watch a Pratt & Whitney J52 jet engine being hoisted into the 44. The giant Canadair freighter 'stole the show,' viewers agreed.

## Heavy-Equipment Firm Convinced by Airfreight Trial

A manufacturer of large processing equipment, Machinery and Equipment Company of San Francisco, Calif., has been converted to a regular airfreight user. Working in close coordination last summer with Flying Tiger Line, the firm shipped a used, 8600 pound sterilizer autoclave from San Francisco to Chicago.

The experience led the firm to comment: "Everyone knows that shipment by air is by far the fastest means of transporting cargo; most people think that the costs would be prohibitive. This is not so."

Illustrating its happy price experience, M&E noted that the autoclave was shipped from San Francisco to Chicago, for \$10.75 per hundredweight first class airfreight at a cost of \$924.50. This same shipment by rail, the company notes, would have cost about \$8.09 cwt. or approximately \$700. Rub was that the shipment by surface would have taken a minimum of five days en route.

In this case, the company discovered that the immediate availability of the sterilizer from the stock of M&E combined with air shipment, placed the unit in operation at a large midwestern pharmaceutical plant within 24 hours after receipt of order.

Indication is that M&E will be firmly committed to airfreight in the future.

Said Harold S. Firstenberg, president of the company: "This fast inexpensive method of shipping large items of used processing equipment is a boon to industry. We can place a re-



Ernest "Bus" Loano shown in the cockpit of the CL-44 as he explained to interested guests some of the revolutionary aspects of the new airfreighter.

## Healy Announces New Appointments

Organization of the newly combined ground and contract operations divisions has been completed by Director Joseph Healy.

Healy, who formerly headed up Ground Operations and now takes over direction of both that department and the former Contract Operations section, announced the following key appointments:

*quired unit in production in a matter of hours. Being able to ship these units by air will minimize costly production shut-downs, and, in the long run, save our customers large sums of money."*

Tom Grace, manager of ground services; Dean Sheets, manager of stations; and Don Morrissey, manager of contract services. Bud Whitney will act as assistant to the director.

Other appointments include:

Don Bacon, assistant to Morrissey, with Joe Correa as deputy manager of contract service, and also regional manager for the North Atlantic.

Vye Kusner and Mary Lou Taylor, chief flight attendants, with Miss Kusner serving in the Pacific and Miss Taylor in the North Atlantic region.

Other regional managers are Paul Stokes, east and midwest; Don Therasse, Pacific Coast; and Ed Hembree, the Orient.

## 44 'STOLE' BRADLEY FIELD SHOW

Tiger's swingtail 44 stole the show at the November opening of the new air cargo terminal at Bradley Field serving Hartford, Connecticut and Springfield, Massachusetts.

Billed originally as the star of the static exhibit of aircraft, which also included a Pan American DC-7 freighter, Tiger's 44 made a dramatic appearance during a high-level luncheon for Connecticut and Massachusetts aviation authorities and ship-pers held in Bradley Field's bright new Terrace Room airport restaurant.

The 44 made a low-level initial pass around the field in full view of the luncheon guests before taxiing into position on the apron outside Tiger's new cargo facility.

Upon completion of the luncheon, the guests descended to get a closer look at the revolutionary new aircraft and witness demonstrations of loading and offloading.

On hand to answer the many questions on the new aircraft were Capt. Ken Henderson, FTL veteran who is a native of Springfield, Massachusetts; Capt. Ernest "Bus" Loane; Frank Guberlet, Hartford DSM; Tom Grace, Manager, Ground Serv-

ices; Paul Finazzo, Eastern Regional Sales Manager; Hartford's Station Manager Donald D. Lembke; Assistant Station Manager Donald Giddings; and Dana Kelly, Director of Public Relations.

The more than 200 guests attending the Air Cargo Conference earlier visited the Flying Tiger facilities in the new cargo terminal building on a tour conducted by FTL Station Manager Don Lembke, Connecticut's Governor John Dempsey led the group of distinguished guests which also included H. B. Wetherell, Director of the Connecticut Department of Aeronautics; Francis R. Murphy, Chairman of the Connecticut Aeronautics Commission and other key officials.

The brief showing of the 44 attracted so much attention that officials termed this initial appearance of the airfreighter at the dedication of the impressive new Air Cargo Terminal as a significant omen of the beginning of the airfreight age.

The presence of "Bus" Loane as one of the captains of the 44 added another point of interest because of his background as a pilot in the original AVG group of Flying Tigers.



Veteran FTL captain, Kenneth Henderson, right, points out part of the mechanism of the CL-44's swingtail to Colonel Horace B. Wetherell, Director, Department of Aeronautics, State of Connecticut.

## FTL Airlifts 6-Pack Machine To Brew Meet

An ingenious packaging machine that promises to revolutionize the six-pack business for food and beverage processors was airlifted from Los Angeles to Chicago recently in order to make its bow at the Brewers' Convention. Putting the finishing touches on the machine had used up precious days before the scheduled showing, and conventional surface transportation could no longer make the delivery in time.

The lost time was readily made up by putting the machine aboard a Flying Tiger Line Super-H Constellation airfreighter and delivering it overnight to Tiger's facility at O'Hare Field in Chicago. The 2000-mile trip would have taken ten days by any other transportation mode.

Because of the smoothness of airfreight travel, it was possible to ship the machine completely assembled and mounted on a pallet. No crating was necessary, and the highly finished machine surfaces were protected only by a blanket, so that gross weight was minimized.



First high-speed six-pack machine is loaded aboard Flying Tiger airfreighter at Burbank, Calif., for quick trip to Chicago where it was demonstrated to representatives of brewing industry.

The machine was developed and produced by Combi-Clip Co. of Los Angeles and will be manufactured in association with Rexall Drug and Chemical Company.

According to J. M. DeShazor, president of Combi-Clip and

originator of the process, the machine assembles cans into six-packs or other multiples merely by clipping their tops and bottom edges together with patented plastic molded Combi-Clips.

All cans are automatically oriented before clipping so that their labels face out. This feature completely eliminates the need for the customary printed paper wraps, and thereby reduces packaging cost, shipping weight and cooling time.

Capable of packaging up to 600 cans a minute, the machine is expected to save the user up to \$300 per hour on the cost of producing multiple packs.

## Agreement Stimulates Air/Truck Growth

Hundreds of progressive motor carriers are now joined with almost all the U. S. domestic air carriers in a fully coordinated Air/Truck program. Launched in the spring of 1961, this activity now offers motor carriers the opportunity to establish through service arrangements with airlines by becoming parties to a standard form of Interline Agreement executed through Air Cargo, Inc.

Growth of Air/Truck traffic has been phenomenal, with more than a 480 per cent increase of monthly shipments experienced since the first agreements became effective in mid-1961. Additional motor carriers are continually joining the program, with the result that at present motor and air services are coordinated to reach more than 2,500 points not otherwise served by air. The goal is some 20,000 points.

## Hall Appointed

Thomas E. Hall, formerly in personnel administrative posts with Hathaway Instruments, Inc., Continental Air Lines, and the United States Gypsum Co., has been appointed manager of employee relations for The Flying Tiger Line. A. H. Meyers, personnel director, announced.

He is a graduate of the University of Illinois and Denver University, holding a degree in labor and industrial relations.

## FTL Report a Winner

Selection of the 1961 annual report of The Flying Tiger Line as one of the outstanding pieces of lithographic excellence in the nation was announced by the Homer H. Boelter Co., printer of that and several other reports officially recognized at the 12th Annual Lithographic Awards Competition and Exhibit.

Other winners included enterprises of Hughes Aircraft and the Garrett Corp.



## 'Leaky' Lion Rides Flying Tiger

Here's one lion that is friendly with Tigers, contrary to the generally accepted view that neither likes the other.

The lion is "Leaky," an 11-month-old cub and mascot of Headquarters Company, 132nd Signal Battalion of the Army.

The group was stationed at Ft. Lewis, Wash., as part of the famed "Red Arrow" division, called up during the Berlin crisis. When the unit was shipped back to Wisconsin, the problem of transporting "Leaky" arose. The unit decided to see if the Flying Tigers would carry him.

Told that animals were as much a part of air transportation

as the Tiger name, the unit turned "Leaky" over to the airline, but when he arrived, he was \$20 short of meeting the airbill.

By this time, "Leaky," who proved as friendly as any salesman, was romping at will through the Tiger warehouse, much to the amusement of visitors. In fact, he had won the affection of Tiger Sales so much that the department dug up the missing \$20 just so "Leaky" could ride a tiger-Tiger plane, that is.

Mike Gurley, district sales manager for the Tigers at Seattle, reported that "Leaky" is so tame his tail is used as a leash.

## GE Exec Wins Award for Use Of Airfreight

The enterprise of a General Electric marketing manager in establishing a system of supply depots to handle GE motors for customers by airfreight has brought a special award to Fred Gloeckner of the San Jose motor plant of General Electric.

And not to be overlooked was the work of Jerry Johnson of the San Francisco sales staff and District Sales Manager Bill Wright, of FTL, who refused to take "no" for an answer.

Recognizing the traffic potential in the products of the San Jose plant, Wright and Johnson got a rate filed to attract the movement. It was suspended but later was re-instated. However, other officials involved decided to do nothing about it.

On the theory that they had nothing to lose, Johnson and Wright went to Gloeckner, who is manager of marketing for the plant. The GE plant newsletter told the rest of the story under a headline of "General Electric Sales Tiger":

*As part of the "Accent on Value" program, unusual contributions and significant acts that will help better serve customers are recognized and acknowledged by the Industrial Sales Operation in the Eastern Region. Basically, their running rules have excluded members of marketing sections and also all managers.*

*However, in receiving nominations from their sales engineers there was considerable insistence that Fred Gloeckner be recognized for the contribution he had made through the institution of the "San Jose Airlift."*

*In a letter to Dwight Moorhead, General Manager of the Motor Plant, Mr. T. F. Mackey of the New York City ISO office stated, "This airlift has resulted in improved service and we can relate it to increased business."*

*His letter included formal thanks to Fred Gloeckner for this "accent on value" contribution and a plaque as a token of their appreciation.*

*As Manager of Marketing for the San Jose Motor Plant, Fred worked with the Flying Tiger airline to set up supply depots of medium AC motors around the nation. Now when a customer wants a motor in a hurry, it is airlifted to him—usually the same day the order is placed and in most cases, received the day after the order was placed.*

*The "San Jose Airlift" has provided super-speed service for customers, and has also created new business for the General Electric Company as a whole, as well as for the San Jose Motor Plant.*



Fred R. Gloeckner

## Airfreight Now Booming Sans Boomerang

By ERIC BRAMLEY  
(Airlift Magazine)

Domestic U.S. airfreight, which started 1962 with a bang, is continuing its tremendous upsurge and there's no indication that traffic will slacken. The increases over last year are so big that even some of the experts are shaking their heads. And one freight forwarder states flatly that the "big breakthrough" has started.

In 1961, the trunks carried 384.1 million ton-miles, a 19.6% increase over 1960, and the forecasters called for a 1962 gain of about 12%. But ton-miles are up 33.4%.

In the international field, the North Atlantic continues to show spectacular gains. The first quarter was 42% ahead of last year. April was up 26.7% and May 42.4%. Forecasts had been for a 14% increase this year.

What has caused the sudden spurt? This type of growth could be expected to follow the introduction of new cargo aircraft or substantial rate reductions. But there have been no big fleets of new planes (Canadair's CL-44 has been in service only a few months) and there have been no rate cuts that would have opened new markets. Products carried are much the same as they have been for some time.

### Bigger Jet Capacity

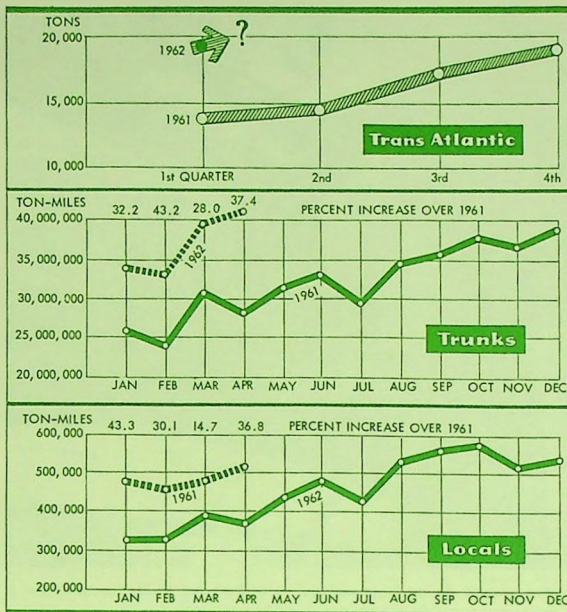
The airfreight sales director of a major trunk attributes the growth to increased jet capacity.

"There's a big difference between a 300-mph combination piston plane that can maybe haul a ton of freight and a jet that can take five or six or more tons and get it there much faster," he says. "This is attractive lift and it's being bought by the public."

He also credits the simplification of tariffs with helping traffic by making it easier for a shipper to find out what airfreight costs.

The cargo manager of another trunk also thinks jet capacity is a major factor. "I'm convinced that we could have shown the same kinds of increases a couple of years ago if we'd had the space. Now we can talk to big shippers with the confidence that we can handle their business. Also, these shippers are aware of the capacity increases and the advantages of the service."

Other observers point out that, with the exception of the total distribution concept, the airfreight sales approach hasn't changed much—but service has. While there's still lots of room for improvement, there have been advances in ground hand-



**FREIGHT IS UP** on all fronts. Graphs show increases this year over same period in 1961.

ling and these have contributed to the growth. "The cargo compartment of a jet is a much more reliable pipeline than it was not too long ago," says one official.

### Breakthrough Here

A veteran freight forwarder states: "The big breakthrough that everyone has been hoping for for so long has started and few people realize it. I've noticed that in most cases it's no longer necessary to sell shippers on airfreight. They're buying it. The walls of resistance are crumbling. The shipper's first question now is what we can do for him in the way of service. Later he asks

about rates. Not long ago, his first comment was: 'I can't use your service. You're too expensive.' Companies are living off lean inventories and they've discovered they can do it successfully by using air."

Did the big stock market dip affect airfreight? The answer is no, but the reasons vary. One school of thought is that when companies are jittery they cut down on goods in the surface pipelines and use more air. Another is that transportation is the first to feel a change in the business climate and that continuing freight gains are an indication that business is not slumping.

## 'THANK YOU!'

PACIFIC UNIVERSITY  
FOREST GROVE, OREGON

Mr. Joe Ryan  
Flying Tiger Lines  
Portland 18, Oregon

Dear Mr. Ryan:

We thoroughly enjoyed your presentation on airfreight at our seminar last Monday night. The complete and interesting report you provided certainly furnished everyone there with an expanded concept of the new look in air transport, and many favorable comments were heard.

I agree that both of these films were useful tools in conveying, first, your specialized equipment and loading techniques, and second, the facilitated distribution with speedy air transportation. My students have shown considerable interest in this subject and were aided materially by your report. Your handling of the questions was most valuable, also.

Thank you again for your most helpful contribution. We feel that the series has engendered considerable enthusiasm in this vital area of transportation and traffic, and each topic has added to the picture being developed.

Sincerely,  
KENNETH CLARK,  
Assistant Professor,  
Business and Economics Dept.

## Ad Magazine Cites FTL Promotion

(Continued from Page 12)  
story with dramatic, sophisticated ads.

One insertion that has made the rounds of the air-trade news, news and management media, tells of a Flying Tiger executive who, hitching a ride from Los Angeles to New York, is bumped in Cleveland in favor of 200 pounds of cargo. "It's nice to know," the ad concludes, "your cargo will never take a back seat to people—not on a Tiger plane, anyway."

### Proud of Canadair

Tiger's proudest possession, at least according to the line's most recent advertising efforts, is its fleet of Canadair CL-44 aircraft.

Flying Tiger landed with both feet in introducing the CL-44. "This airplane just changed your way of shipping," shouted a headline over a spread. The ad then listed the features of the cargo aircraft, from its huge 33-ton capacity and high speed to its ability to open its tail 105 degrees in 90 seconds. "Built by Canadair . . . Powered by Rolls-Royce . . . the Swingtail-44 is off and flying," exulted the ad. "And it's got a tiger in its tail."

Two subsequent ads focus their attention, via exciting nighttime photography, on the tail section of the CL-44 and stress the opening tail. One such ad is headed "Hinge benefits," while a subsequent entry is called "Swing shift." Each ad

tells of the advantages available to the shipper from using the CL-44.

### What Direction?

With air cargo rapidly becoming an indispensable adjunct to distribution in this age of long distances and high costs, where is it headed now? Will it explode with such force as to eclipse all other forms of freight movement? Or will it grow steadily with the economy and share the evergrowing distribution burden with competitive forms of transport?

The answers to these questions, most air cargo officials agree, lie within the industry. They know that they will have to sell harder and more intelligently. They realize that certain obvious and necessary economies will have to be made, such as joint use of terminal facilities.

They also know that there must grow among them a more aggressive and imaginative attitude when it comes to the actual marketing of air cargo; they must sell their service not only as another convenient method of transport, but as a way of life.

Regardless of the penetrating air cargo makes in the total spectrum of inter-city and international freight haulage over the next five or ten years, one thing is certain: Our patterns of doing business and of living in general are now geared to air transportation.



**A Donkey for Your Drink**—got a long ride on a Flying Tiger airfreighter in October and if you were around the country's Democratic headquarters, you probably found them in plentiful supply. Roger Drucker (left) and James Ogg, who thought up the idea, made a cocktail pick of the donkey, and their company, Zoo Picks, supplied them to National Democratic Headquarters in Washington, for where more appropriately could you find a donkey. Flying Tigers flew the shipments to Washington from California, where they proved as popular as a lot of Democratic candidates at the November elections. Zoo Picks doesn't claim it elected them but they also think they didn't hurt, either.

## CAB Seeking Cargo Answers: Chairman Boyd

Rather than considering the air cargo industry as a "stepchild," the Civil Aeronautics Board views it as an industry of vast potential and currently is seeking answers to many cargo problems.

"Cargo is not a stepchild in our philosophy and actions," said Alan S. Boyd, CAB chairman. "We are working to develop less burdensome tariff filing procedures. We are exploring the great possibilities of joint air-surface movements, and we are trying to bridge the regulatory gap between the Board and the Interstate Commerce Commission. . . .

"The Civil Aeronautics Board plans to have a hand on the throttle of airfreight development; to reach for the brake very seldom indeed."

Mr. Boyd's remarks on air cargo problems and potentials were made November 8 in an address before the International Forum for Air Cargo in Atlanta.

### CAB Cargo Objectives

"Setting aside the military portion of air cargo," he said, "I should say that insofar as the CAB is concerned we have two major objectives.

"These are: Increasing volume for the shipper, and reasonable profits for the carriers. If the big potential of air cargo is to be achieved we feel it must result from a combination of these two objectives—increased service to the shippers with a chance for the carriers to profit from the service they render.

"Of primary importance is the way to achieve the cargo potential. There appear to be three schools of thought, or rather emphasis, on methods to be used. These may be identified as (1) lower rates, (2) greater reliability, and (3) greater sales effort. These methods are not mutually exclusive. . . .

"I believe each of these three schools of thought project valid points. They all seem to be necessary. But I don't operate an airline and it would ill behoove me to give advice to those who do."

### Costing-Rate Making

Mr. Boyd also commented at length on costing and rate making, saying:

"One thing is certain. Only the bitter fruits of bankruptcy will be harvested by those who persist in charging for the service less than it costs to produce. There are a number of differing rate philosophies and approaches. One may be identified as the 'anyhow' theory. This is simply that the carrier is going

## 'THANK YOU!'

EDGERTON, GERMESHAUSEN & GRIER, INC.  
Santa Barbara Airport, Goleta, California

Mr. Bob Hendricks  
Flying Tiger Line  
Lockheed Air Terminal  
Burbank, California

Dear Mr. Hendricks:

As you well know, on Friday August 10th EG&G had a requirement on short notice for movement of 21,500 pounds of electronic equipment. The shipment was moved out successfully and within our time limits through very helpful service from Flying Tigers.

The service you rendered was particularly gratifying to us as we are not normally regular shippers of large volume freight. We want to take this opportunity to express our appreciation for your help and extra efforts.

Very truly yours,  
EDGERTON, GERMESHAUSEN & GRIER, INC.  
M. S. Lokken, Purchasing Agent

(Editor's Note: Because of the close co-ordination that was needed to move this shipment, we asked Bob Hendricks to recount how the movement was handled. His report follows.)

Two different MATS flights were bringing in the total of 21,500 pounds of electronic equipment from the Pacific—12,000 on one flight which had already arrived at Vandenberg AFB at Lompoc, Calif., and 9,500 pounds on another flight arriving at 4:00 P.M. that same day, Friday, Aug. 10. Problem was to assemble the entire shipment, load on a special semi-trailer truck and bring to Burbank in time for an 11:00 P.M. departure on flight 182-10. Time requirement was to have the equipment in Boston by Saturday evening. Vandenberg AFB is 165 miles from FTL/BUR. Close cooperation between FTL, our truckers (Smith Transportation of Santa Maria) and the shipper, resulted in Smith sending a special truck along with their representative, Marv Manfredi, to Vandenberg AFB to load the available freight and position the truck for quick loading from the second MATS flight. Expedited off-load from the flight to Smith's truck with personal help and supervision of Mr. Manfredi got the 21,500 pounds rolling from Vandenberg at 6:00 P.M. with 165 miles still to go to FTL/BUR. BUR Operations had been alerted, as had GTO of the urgency of this shipment and Smith's truck arrived at BUR after 10:00 P.M. Nevertheless, the shipment left aboard 182-10 and a BOS stop made it available to Edgerton, Gerneshausen & Grier, Inc. Saturday evening.

to operate a schedule anyhow so he should move cargo for whatever he can charge without regard to cost. This is a very disturbing approach. It soups up any scientific effort at rate-making by a competitor and is bound to lead to a day of reckoning when costs become sufficiently evident to be identified.

"As to the others it is quite possible that any one of a number of philosophies with their resulting individual rate structures might be valid and workable. All include the idea of a structure in which a fairly large group of rates are below 'cost' to promote increased volumes of traffic in the future. In order to balance the account so that total revenue hopefully exceeds total expense, each system must necessarily include another set of rates above cost of service. This is a perfectly valid concept of rate-making used in public utilities and to a considerable extent in other industries as well.

"However, each of the different philosophies has a different system of arranging rates above and below whatever the true 'cost' may be. In a competitive system, with managements adopting different approaches, the individual rates for particular commodities and markets rank differently in the rate structure of different carriers.

"As a practical matter each carrier must soon match the lower rate of his competitor for a specific market priced lower or lose that segment of traffic. The high rated carrier therefore reduces some of his rates to meet competition. It follows that with a number of competitors, a number of rates are therefore downgraded from their original place in the rate structure.

"Because of this, some of the rates that were designed by a carrier to be on the fat side of estimated cost—to carry those rates on the lean side—lose their fat in the fire of competition.

## SURVEY SHOWS HOW SHIPPERS RATE VARIOUS AIR FACTORS

What are the two most important factors in determining how airfreight should be shipped?

*Air Cargo* magazine, in its second annual airfreight survey, put this question to American shippers and got these answers:

Some 60 per cent replied that *speed* was the most important factor, while 55 per cent placed *cost* in second place. *Reliability* was voted third place by 28 per cent and *availability* was far back in fourth place, with only eight per cent stressing this factor.

The survey, touching upon such other factors as *services*, *schedules*, *rates*, *routing* and the like, produced these answer on other pertinent airfreight factors:

62 per cent of these traffic executives reported their use of airfreight had increased in 1962 over 1961. As to the amount spent for airfreight, 49 per cent spent between \$1,000 and \$9,999; 35 per cent spent less than \$1,000; and only 16 per cent spent more than \$10,000 annually.

A total of 44 per cent said that a rate decrease of 25 per cent or more would be necessary to cause them to increase their use of airfreight. 30 per cent asked for rate decreases of 15 to 20 per cent, while 21 per cent said a rate decrease of 10 per cent or less would be decisive.

"Despite the fact that 90 per cent of the large shippers are using airfreight at some time or other," the survey continued, "few feel adequately informed. 71 per cent said they wanted additional information in the areas of rate comparisons. One out of three asked for more information on services offered by air carriers and 10 per cent were concerned about a lack of rate information, such as door-to-door rates.

What was originally designed to help pay for the lower developmental rates has disappeared. As this process continues it seems admirably designed to guarantee that nobody makes a reasonable profit if in fact any profit is possible.

"At the Civil Aeronautics Board we are trying to figure out some logical escape from this dilemma. Let me emphasize that we are not seeking to force any carrier into any particular rate-making philosophy. We are trying to find a starting point in the hope that everyone will reach agreement on where the race is to begin. Cost seems to us a logical place to start."

through rates and rates to destinations 'all over the country'."

In determining the mode of shipments, 59 per cent applied an economic comparison to individual shipments.

The survey showed that the man who pays the freight bill does not necessarily route it. The majority of shipments are routed at the point of origin. For example, 68 per cent of the shippers who spend more than \$10,000 a year on airfreight said that 10 per cent or less of their customers routed the freight and 62 per cent of those spending between \$1,000 and \$10,000 a year on airfreight said that 10 per cent or less of the consignees specified the routing.

## INTERLINEA

QANTAS NEWS: San Francisco. Mr. Hartley Shannon has been appointed Manager, San Francisco. Mr. Bob Matkemper has been assigned to San Francisco as Interline Manager; Mr. Bob Smith becomes Sales Manager, Los Angeles and Mr. Des Murphy becomes District Sales Manager, Beverly Hills.

\* \* \*

Kangaroo Route: Qantas Services on the Kangaroo Route, between Australia and Europe, have been increased to six per week, with the addition of a Comet jetliner, on charter from B.O.A.C. Three stopover points have been re-introduced on these services; they are Istanbul and Teheran which will be served twice weekly in each direction, and Kuala Lumpur which is served once weekly in each direction. This will mean that Qantas together with its partners B.O.A.C. and Air India are offering fourteen flights per week in each direction between Australia and Europe.

\* \* \*

Mr. Kieran O'Reilly of Cabra Road, Dublin, has been appointed temporarily to represent Aer Lingus-Irish International Airlines in Amsterdam. In addition to carrying out the duties of Sales and Traffic representative, he will undertake a sales survey of the Dutch market.

\* \* \*

Alitalia growth is attributed by company officials to a growing recognition of Alitalia as a major intercontinental airline among shippers and forwarders. Increasing trade between U.S. and countries served by Alitalia was also cited.

## Off Go 37 Tons of Computers From FTL/BOS To Australia

One of the largest overseas movements of electronic equipment ever flown was successfully concluded in August when The Flying Tiger Line airlifted 75,000 pounds of computers from Boston to Australia for the Minneapolis Honeywell Company.

Two Super H Constellations carried the freight, which had a value of more than \$2,000,000. Aboard were two large-scale Honeywell Model 800 computers consigned to Australia's Department of Defense at Canberra.

Airlifting of the shipment

saved weeks of installation time, and eliminated the danger of damage resulting from surface handling and re-handling.

The shipment was arranged by District Sales Manager Leo Stevens of Boston, working with Joe Concannon, Minneapolis Honeywell Traffic Manager; Lefty Mitchell, Traffic Supervisor of Honeywell; and his assistant, Ray Fabian. Tony DePalma, FTL loadmaster from Newark, was assigned to Boston to supervise the over-all loading.



Watching first pallet-load go aboard are, left to right, in background, Len Franzok of FTL Sales; Joe Concannon, Minneapolis Honeywell traffic manager; District Sales Manager Leo Stevens of FTL; Lefty Mitchell, Honeywell traffic supervisor; Ray Fabian, assistant to Mitchell; and Tony DePalma of FTL on forklift.

**'THANK YOU!'**

PACKARD BELL COMPUTER  
1905 Armacost Avenue, Los Angeles 25, California

Mr. Pete Albert  
General Sales Manager  
Flying Tigers  
Lockheed Air Terminal  
Burbank, California

Dear Mr. Albert:

I thought I would take a few minutes of the busy work day to compliment Flying Tigers.

Packard Bell Computer had a rush demonstration of Computing equipment in Ft. Walton Beach, Florida. My Traffic Department was notified late Monday that this high value, bulky equipment HAD to be at destination early Thursday morning.

Your sales personnel are to be congratulated for their assistance to me in making all the transfer and flight arrangements with Delta Air Lines and alerting a truck to meet the airplane at 4:00 A.M. in Atlanta.

The planes were on schedule, the truck was waiting, and our equipment arrived at destination, in one piece and on time.

Again, thank you for splendid service.

LEO K. MILLER  
Traffic Manager



Mitchell (right) oversees positioning of electronic equipment in aircraft.

## Ad Magazine Cites Tigers' Promotion

Reviewing the rapid growth of the airfreight industry and what is behind it, *Printers' Ink*, leading publication in the advertising-printing industry field, cited the introduction of jet-type freight service and the growing acceptance by shippers of the inherent benefits of airfreight.

In this direction, the publication emphasized the extensive promotional campaigns now being carried on by various airfreight carriers and pointed up what was being accomplished in this field by The Flying Tiger Line. Following is an excerpt from the lengthy article on the Tigers' part in airfreight growth:

### Largest Airfreight Line

Largest of the all-cargo carriers is The Flying Tiger Line, based in Burbank, Calif. Formed shortly after World War II by a dozen veterans of the volunteer force that flew for China in P-40 fighters with shark faces painted around the propellers, Flying Tiger is the oldest airfreight specialist in the country. Now leading a relatively small field, Tiger's total cargo revenue for 1961 ran around \$10.6-million.

The ad program that helped put Flying Tiger on its feet is a far cry from the old days, when the company's planes carried the shark face to convince customers that the airfreight operatives would show the same deterring-do in delivering their cargoes as they did in fighting the Japanese. Now billing themselves as the world's largest certificated and scheduled all-cargo airline, Flying Tiger, through its agency, Hixson & Jorgensen Inc., Los Angeles, has been telling its

(Continued on Page 10)



Portion of 75,000-pound Minneapolis Honeywell computer shipment in FTL Boston.

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

Bulk Rate  
U.S. POSTAGE  
**PAID**  
PERMIT No. 15341  
LOS ANGELES, CALIF.