A-I hostess in Miss World Contest

A-I Social Gathering

The Air-India Social Gathering which is to be held at our Engineering Base at Santa Cruz on December 8, 1968, promises to be Air-India’s biggest social event of the year. The last time a similar function was held was 11 years ago.

Dr. Karan Singh, Minister of Tourism and Civil Aviation, will be the Chief Guest. The highlight of the function will be the presentation of Merit Awards to the staff by Her Highness the Maharani of Kashmir.

The programme will begin at 4.30 p.m. with a speech by Air Marshal M. S. Chaturvedi, General Manager, welcoming the distinguished guests, followed by the inauguration of the function by Dr. Karan Singh. After the presentation of Merit Awards by Her Highness, Mr. J. R. D. Tata, Chairman, will address the gathering.

Hectic preparations are now under way at the Wing Hangar where the function is to be held to accommodate a large number of staff, their families and special invitees. A Central Committee under the Chairmanship of Captain K. Vishwanath, Director of Planning (Technical) is co-ordinating the whole programme.

"IT WAS a fantastic experience — a chance of a lifetime, but I would not like to go through it again", said hostess Jayne Coelho when she returned to Bombay after participating in the Miss World Contest last month. "Too many parties, too many rehearsals and too much publicity", she said.

Twenty-four-year-old Jayne Coelho flew into London on a scheduled flight from Moscow to learn to her surprise that she had been selected to represent India in the Miss World Contest. She was selected by Femina, a women’s magazine from Bombay, from among the five Air-India hostesses who had appeared on the magazine’s cover.

From London Airport, Jayne was whisked away to the Waldorf Hotel in London. (Contd. on page 2)

HOW ILENE BECAME MAHARANI

At 36 we are not young enough to be coy, and not old enough to shy away from announcing our birthday. We invited our passengers to share a cake with us on board our plane on October 15th. But we had not counted on celebrating our birthday with lovely 14-year-old Ilene Newman in New York.

In her letter she said: "My name is Ilene Newman. Quite recently, I saw an advertisement for Air-India in SATURDAY REVIEW (Octo., 12), and in TIME magazine. In it, you said that October 15 is your birthday. Well, October 15 is also my birthday (I’ll be 14).

"I’ve had people living with me from Pakistan, and the Philippines (for one year). Also, I correspond with people in Sweden, Japan, and Australia. My parents know people in many other countries (England, Rhodesia). Since my entire family has gone to Europe and many other countries, I also plan to travel abroad in the not too distant future.

"I’d like you to celebrate my birthday with me, or should I say I’d like to celebrate your birthday with you."

Birthday

So we invited Ilene to celebrate her birthday on our Boeing at John F. Kennedy Airport. Standing in for the Maharajah, Capt. Minoo Mistry toasted her with champagne and made her an "Honorary Maharani".

M. Chudasama
New Kathmandu office opened

OUR new office in Kathmandu was formally opened by Mr. Raj Bahadur, the Indian Ambassador to Nepal on November 14, 1968. Mr. B. B. Gulati, our Manager, Calcutta, welcomed the guests at the opening ceremony.

After the opening ceremony the guests were shown around the office by Mr. Gulati. The distinctive decor of our new office was the subject of favourable comments from the guests.

To mark the opening of the office, a reception was held at the Crystal Room of Soltee Hotel on the following evening, which was attended by Air Marshal M. S. Chaturvedi, General Manager. Among the distinguished guests were HRH Prince Himalaya B. B. Shah, HRH Princess Princip Shah, HRH Prince Basundara B. B. Shah, Mr. B. R. Bhagat, India’s Minister of State for External Affairs, Mr. Raj Bahadur, Indian Ambassador to Nepal and Mr. K. M. Dixit, Chairman, Royal Nepal Airlines Corporation, several members of the Diplomatic Corps as well as Indian and Nepalese businessmen.

Mr. V. G. Godgil, who retired from the Corporation recently, was given a farewell party by the staff of the Stores Department in Santa Cruz. Mr. S. C. Kale, Controller of Stores & Purchases is seen presenting a gift on behalf of the staff to Mr. Godgil while Mr. M. R. Ape, Deputy Controller of Stores & Purchases, looks on.

Mr. Malcolm Barretto, our Manager, France, gave a dinner in honour of Air Chief Marshal Arjan Singh, Chief of Air Staff and Member of the Air-India Board, when he visited Paris recently. Photograph shows (L to R) Mrs. Barretto, Mrs. Bumji, Manager, Indian Tourist Office, Paris, Mrs. Subhash Singh, Air Commodore T. S. Brar, Air Chief Marshal Arjan Singh, Mrs. Barretto, Mrs. Arjan Singh and Mr. Barretto.

Aviation insurance

DETAILS of planning for the establishment of an airline-owned insurance organisation were revealed at a meeting in London recently. Sponsored by the ATA and IATA, it was the latest in a series of high-level meetings held since January in the year under the chairmanship of Mr. Floyd D. Hall, Chairman and Chief Executive Officer of Eastern Air Lines.

The approach recommended at the London meeting would call for the establishment of an airline-owned corporation to provide coverage in all traditional aviation insurance fields. The projected organisation, together with the insurance market, would provide the increased insurance capacity which appears necessary in the coming years.

Miss World

(Condt. from page 1) don and for the next nine days lived in a world of cocktail parties, fabulous banquets, TV and press interviews. “We could not go anywhere without a chaperon. It was like being in a posh jail”, she said.

Jayne, who has been with Air-India for four years, was the only airline girl among the 56 competitors for the Miss World title. She was particularly happy that Air-India arranged for her mother to fly to London “in just six hours”.

After the formal opening of our new Kathmandu office, Mr. Raj Bahadur, Indian Ambassador to Nepal, takes a look at an Air-India ticket jacket. Seen in the photograph are (L to R) Mr. Harpal Nair, PTI, Mr. T. R. Arora, DSM, Kathmandu, Mr. C. L. Jhunjhunwala, Mr. B. B. Gulati and Mrs. A. Rana, Receptionist.

At the reception, to mark the opening of the office, at Soltee hotel are (L to R) Mrs. M. Gulati, HRH Princess Princip Shah, Air Marshal Chaturvedi, G. M., HRH Prince Himalaya B. B. Shah, Mr. B. B. Gulati, Manager, Calcutta, Mr. T. R. Arora, DSM, Kathmandu, Mrs. I. Lisanovitch and Mr. R. K. Narpassingh.
First Flight Covers exhibited in NY

A IR-India exhibited a part of its First Flight Cover Collection for the first time in the United States at the 20th Annual National Postage Stamp Show, held from November 22 to November 24, 1968, at Madison Square Garden, New York.

Twenty-eight First Flight Covers commemorating the opening of Air-India's services to familiar cities like London, Moscow, Tokyo, Sydney and New York and also exotic cities on its world-wide route network such as Nairobi, Mauritius and Nandi, Fiji, were on display. Also displayed was the First Flight Cover which marked the journey of His Holiness Pope Paul VI from Rome to Bombay for the 38th Eucharistic Congress on December 2, 1964.

Collection

The Collection was awarded the Bronze Medal at the Aero-philatelic Exhibition in Bratislava in 1967, the first such Exhibition ever held in Czechoslovakia. The Union of Czechoslovak Philatelists invited Air-India to exhibit its Collection at the World Philatelic Exhibition "Praga '68".

The 20th Annual National Postage Stamp Show was organised by the American Stamp Dealers Association and about 50,000 people visited it.

Air-India was one of the very few exhibitors who were invited to participate as guests of the American Stamp Dealers Association.

Participants

Some of the other participants were the U.S. Post Office, United Nations Postal Administration, Canadian Post Office, Smithsonian Institution and the Cardinal Spellman Philatelic Museum.

An added attraction at the Show was the presentation of our award-winning film, "Dreamland In The Sky".

Parliamentary Committee visits Air-India

The Parliamentary Committee on Public Undertakings recently visited Air-India. Some of the Committee members - (L to R) Mr. Shogen Neha, Mr. G. C. Dosai, Mr. G. S. Dhileep, Chairman of the Committee and Mr. A. L. Rai, Dy. Secretary, Law Secretary, Law Section Secretary - are seen above during their discussions with Air-India officials - (L to R) Mr. C. V. R. Rao, Financial Controller, Mr. K. K. Unni, Assistant General Manager, Capt. V. Vishwanath, Director of Planning (T) and Capt. K. M. Mathew, Director of Operations.

BOEING 747: NEW CONCEPTS OF GROUND HANDLING

The Boeing 747 will not pose any special problems to the operations or engineering staff, but it will present an unprecedented challenge to the traffic staff, according to Mr. D. P. Mitra, our Training Manager, who is currently the Chairman of the Ground Handling Committee of our 747 Project.

"The problem is of size", he said. With nearly three times the capacity of the Boeing 707, entirely new concepts of ground handling are being worked out. Among these will be completely mechanised handling of cargo and passenger baggage in pre-loaded containers, which will be brought near the aircraft on transporters and transferred to mechanical loaders from where they can be moved to their pre-determined positions inside the hold by push-buttons. For unloading, the process will be reversed.

Containers

Air-India plans to have 30 half-size containers in each aircraft, 16 in the forward hold and 14 in the rear. Since the containers will be pre-loaded with baggage and cargo to save time, each station will require to have its own containers. Initially, Air-India plans to have about 200 containers for its two Boeing 747s. Each container will cost US $1,000.

The ground support equipment for the 747 will cost Air-India more than US $750,000 per station and will include ground power, air starting and ground cooler units, towing tractor, catering and cabin servicing high lift, water and toilette carts, step ladders, container loaders and transporters, flat bed trolleys with rollers (dollys) and tugs.

The Boeing 747 will have 10 doors, five on each side. "We plan to use only three for passengers, one for first class and two for economy class passengers", said Mr. Mitra. Four doors will be used for cabin servicing.

Mr. Mitra emphasised that Air-India plans to maintain the same turn around times for the Boeing 747 as they are at present for the Boeing 707 - 40-45 minutes ground stop at each station, with the exception of London where it will be 75 minutes.

"Three times the number of passengers and three times the volume of cargo and baggage will have to be handled within the same time as at present", said Mr. Mitra.

In order to speed up the ground handling it is planned to have express passenger check-in, early acceptance of baggage, multiple display dispensers for arrival baggage and self-selection of seats. Even more advanced ideas like the magnetic passport cards and channel selection for arrival customs are being considered and will be taken up with Government authorities.
MAGIC CARPET

ON THE Sales Promotion front, our Leeds office recently held a darts tournament for the Hull Travel Trade Cup and the Maharajah trophy was presented at the end of the evening. Forty-eight people attended and Trevor Walker, our D. S. M. designed a new game called BOEINGO AIR-INDIA. The game made a play on most of the destinations served by us and proved to be a most successful experiment getting over our sales message in an unusual way.

We have re-introduced our Interline Package Tours to India for travel agents and the response to this from the trade has been very encouraging.

The Association of British Travel Agents held their Annual Convention this year in Dublin. Our representatives were the Regional Director-UK, Mr. M. A.S. Dalal and the Passenger Sales Manager, Mr. Pat Conway. Mr. Dalal sat on one of the panels during the Convention and proposed a vote of thanks on behalf of the Principals to the Chairman, at the end of the Convention.

Good wishes

We recently had news of Mr. and Mrs. LeMesurier who seem to be very happy in their retirement and are living in Budleigh Salterton. They asked to be remembered to everybody and through their copy of the Magic Carpet, which they tell us they read, we would like to convey to them our good wishes. We also heard from Captain J. C. Joseph who is at Westward Ho where he has an attractive looking house which he lets out, in flats. Anyone who would like to know more about it or would like to book up to stay with him can write to him at 7, Atlantic Way, Westward Ho, North Devon.

Wedding bells are soon to ring for Gerry Weatherill of Sales, Bond Street and Lorraine D'Cruz from Reservations, Bond Street. Our best wishes go to them both!

A new terminal building at London Airport was opened in November, which to begin with, is only to be used by passengers on internal flights. This building believed to have cost £1.1 million, is equipped with all the latest devices designed to cope with the increase in passenger traffic. Passengers are directed on the one way system, they press buttons to speed the flow of baggage and the traffic staff get about when necessary on bicycles. For the time being, passengers can check in ten minutes before take off.

About the same time as this terminal opened, work started at Heathrow on the T-shaped pier which will be a main feature of the facilities to handle the Jumbo Jets. By April of 1970 five pier stands for Jumbo Jets will have been completed. The centre leg of these T-shaped piers will be 910 feet long.

Cannes Conference faced complex problems

By I. D. Sethi, Tariffs Manager

THE International Air Transport Association's Composite meeting of the Traffic Conferences in Cannes has been recessed. After more than five weeks of detailed discussions and negotiations of the entire complex structure of world-wide fares and other commercial matters for applicability during the two year period commencing on April 1, 1969, no agreement could be reached.

In addition to the normal first and economy class fares, the Conference paid close attention to the sale of bulk space on scheduled services of the new generation of high capacity aircraft to be put into service in the near future. These bulk fares could prove a strong generative force to usher in the era of mass travel envisaged by so many airline economists and students of the industry. This should augur well for the Government of India's plans to increase many fold the number of tourists currently visiting this country.

Further, various promotional fares between the U.S.A. and Europe on the one hand and India, the Far East and Australia on the other, received favourable consideration. The introduction of new promotional fares from Australia and the Far East to India were also discussed.

However, the complex nature of the problems facing the scheduled operators, and the fact that the airlines would not take precipitate decisions and reach agreement without consideration of all concepts and factors involved, did not...
Great welcome to Air - India

SCENES of unprecedented enthusiasm were witnessed at Haile Selassie International Airport, Addis Ababa, and Entebbe Airport when our inaugural flights landed there in October. On hand to greet our flight at Addis Ababa was a Lion from the Imperial Bodyguard; the King of the Jungle had come to receive the Maharajah, as it were. Among the guests was Mr. O. V. Alagesan, the Indian Ambassador to Ethiopia.

At Entebbe the police band struck up as the aircraft came to a stop. "Heartbeat of Africa" and Indian Garba Dancers added an exotic touch to the welcome. "The Maharajah arrived in style and lived up to his reputation for hospitality", reported the Sunday Nation and East African Standard.

At Entebbe the guest of honour was the Hon. S. K. Nkutu, Minister for Works, Communications and Housing, Government of the Republic of Uganda.
STATE OF THE INDUSTRY

Expansion continues but challenging

For the world's scheduled air transport industry 1967 was a year of improved overall traffic growth, although air freight increased at a somewhat lower rate than passenger traffic. It was also another year of expansion, particularly in capacity offered, with the continued introduction of larger jet aircraft. As a result load factors declined generally.

Financially, there was again a deterioration in the operating and net profit position, as the industry continues to be caught in the squeeze of rising costs and declining revenue yields. This situation is accentuated by the airlines' vast capital requirements for new aircraft, facilities and equipment to meet the challenge of the tremendous increases in traffic forecast for the 1970s.

Total Traffic

In 1967 total world scheduled international and domestic traffic surged to new record levels. The growth rate of 19.3 per cent is the most impressive the industry has experienced since 1951, bringing the overall traffic total to 32,770 million tonne-kilometres.

The world's airlines flew 235 million scheduled passengers and 274,000 million passenger-kilometres for a traffic increase of 19.7 per cent, while mail traffic increased by 23.5 per cent to 1,890 million tonne-kilometres. In contrast air freight only managed an increase of 14.9 per cent in 1967, which is lower than the increases shown for the past three years.

Another significant traffic aspect of 1967 is the downward movement in load factors. The world's scheduled passenger load factor declined one point to 56.6 per cent.

The considerable growth forecast for air freight traffic worldwide is projected to involve the industry in heavy investments to handle it as efficiently as possible. Unfortunately, very few of today's all-freight services are profitable.

One important aspect receiving attention is the development of more efficient standardized forms and procedures to ensure the economical and speedy processing of large volumes of air freight in terminals and airports. Ground handling costs account for a large portion of airline freight costs and are considered by many to be the most promising area to look for cost reductions.

In 1967 the operating revenues of the world's scheduled airlines increased by 15 per cent to $12,515 million, but their operating expenses increased more rapidly by 16 per cent to $11,450 million, leaving an operating profit of $1,065 million or 8.5 per cent of revenues. This is lower than the 9.5 per cent operating profit shown for 1966 and the net profit is about half that.

Unit Costs

It is important to note that, while unit cost level trends on most international routes are flattening out, revenue yields are still showing a steady decline. Rising load factors are now generally required to cover operating expenses plus capital charges. However, load factors have declined because traffic increases have in most cases not been able to keep pace with capacity increases. A curb on declining industry revenue yields and higher load factors are therefore essential.

Looking ahead, it would certainly appear that the industry's total unit cost may well increase slightly until sufficient numbers of the more efficient high-capacity jets are introduced. After that I would certainly hope that reductions can again be achieved by the industry provided inflationary cost trends can be controlled. However, the situation will most probably be complicated by the SSTs.

A review of airport and navigation charges gives rise to considerable concern at the rapid rate of increase in user charges paid by airlines which is moving at a much higher rate than increases in other airline costs.

Vital role

It is important to draw attention to the vital role played by air transport in the world economy. It is basic to the efficient functioning of a progressive economy and airlines provide many economic benefits to the communities they serve because they are a source of employment, they create a demand for many auxiliary services, and they often aid communities to attract other industries.

If the current trends of rapidly increasing charges on the airlines continue, they will contribute to the weakening in the financial position of the air transport industry and will make the sound development and efficient service to the public more difficult.

Fleet expansion and jet re-equipment by IATA Member airlines continued with practically unabated momentum during 1967 and the first half of 1968. Orders placed showed a continued trend towards larger jet aircraft. As IATA Members modernized their operating fleets and added new jet aircraft, their capacity to carry passengers and cargo expanded considerably.

By the end of 1967 the total fleet number 3,725 aircraft, up 5.2 per cent over the 3,541 aircraft in service at the end of the previous year.

New aircraft

For the first time more than half the IATA Members fleet consisted of jets. The jet total increased by 390 or 25 per cent to 1,948 aircraft, compared with 1,558 the year before. At the same time the number of turbo-props remained virtually unchanged at 670 but the piston-engine aircraft total was down 15 per cent to 1,082, reflecting the continuing trend towards jets. The number of helicopters also declined from 34 to 25.

Jets

By mid-1968 IATA Member airlines had well over 2,000 jets of all types in service with an original purchase value of some $13,000 million. This included about 70 of the stretched versions of existing four-engined jets, the first step to really large high-capacity aircraft.

Orders for new aircraft continued to be placed and by mid-1968 IATA Members had more than 1,000 subsonic and supersonic jet aircraft on order representing a capital investment of about $18,000 million. The order total included some 900 additional subsonic jets plus others on option, for a total value of $12,000 million.

Included were 132 high-capacity McDonnell Douglas DC-8-60 series aircraft, 155 large high-capacity Boeing 747s and 173 new medium-range Lockheed 1011 and McDonnell Douglas DC-10 airbus. Many more high-capacity aircrafters are on option. In addition, IATA Members had on order or option close to 200 Concorde and Boeing SSTs worth more than $6,000 million.

At the end of 1967 scheduled airlines had 6,229 aircraft in service consisting...
As in the past Mr. Knut Hammarskjöld, Director General of IATA gave a comprehensive review of the State of the Air Transport Industry in his opening address to the 24th Annual General Meeting held in Munich between October 28-31, 1968. Here we print significant extracts from his speech.

problems ahead

of 2,206 jets, 1,335 turbo-props and 2,688 piston-engined aircraft. By 1975 their total fleet is expected to increase to 7,500 aircraft and to 8,500 by 1980 of which jets will account for some 7,000 aircraft or more than 80 per cent of the total fleet by 1980. However, jets should by then be producing close to 100 per cent of the scheduled capacity offered.

Passenger processing

On the passenger side, the airlines are working on a system of passenger processing capable of coping with the traffic increases expected. All aspects of the problem are being studied including fare construction, ticket issuance and traffic acceptance, check-in controls and the revenue accounting and interline settlement functions.

Work is proceeding on the handling of larger amounts of baggage more efficiently at airports including the customs claim area. Airline studies have also included the impact of baggage containers planned for the big jets and the use of automated baggage systems. Rapid movement of passengers within the airport complex is also a problem causing major concern.

Ticketing Committee

The Joint ATC/IATA Ticketing Committee is going ahead with new forms of manually-issued and machine-issued tickets with considerably improved passenger check-in which will help to deal with related handling problems in the 1970s. The need for improved and effective reservations procedures in the future is also receiving attention and many airlines have invested large sums of money in new reservations computers.

The efficient and speedy handling of air freight will also be important in view of the tremendous growth of this element of traffic. Airport ground handling requirements are being given detailed examination, including automated and integrated air-freight handling and processing systems.

Containers

The use of containers has increased considerably, and detailed studies are under way for the development of large 8 x 8 ft. containers up to 40 feet long.

Efforts are being made to simplify and streamline cargo forms and procedures and to develop new systems for the efficient processing of air freight.

Cargo terminal designs will also change considerably with high-capacity aircraft and the IATA Cargo Terminals Working Group is finalizing appropriate design recommendations. These will include detailed advice relating to the movement and storage of containerized cargo in the terminal and on the apron.

Passenger terminals will be one of the big problem areas and better and faster ways of processing passengers are needed. IATA believes that the existing procedure for checking passports has no place in an age dominated by electronics and is proposing that governments give consideration to issuing a passport card instead of the traditional book-type passport. To facilitate customs clearance IATA also recommends more selective sampling in baggage inspection, at least for tourists, and also recommends the merging of separate clearance functions such as passport and health controls. And IATA is asking governments to introduce new methods of dealing with import cargo. One proposal is for air cargo to be cleared on arrival against a provisional entry, with full customs clearance carried out later; another is for off-airport clearance.

Tourism

International tourism continued to expand in 1967, with the number of international travellers reaching a new record of 138 million, a seven per cent increase over 1966. Their total expenditures on foreign travel increased eight per cent to $14,100 million.

In 1967 the number of international travellers showed sharp increases of 18 per cent in the Pacific and East Asia, 15 per cent in South Asia and 13 per cent in the Americas, with corresponding increases in spending by foreign tourists of 14 per cent, 10 per cent and 16 per cent.

There is some hope that governments will more widely recognize the contributions made by tourism and will therefore not pursue restrictive policies in this area when they are faced with balance of payments difficulties and deficits on their travel account. They should instead increase efforts to attract more foreign visitors to their own countries, and to some extent this is being done.

Another feature of the tourist picture during the past year was the acceleration in the recent trend of airlines investing in hotel enterprises. Many airlines announced plans to build or buy hotels, often in cooperation with governments and the business community.

Rapid growth

Rapid growth in the world economy would be accompanied by corresponding increases in average consumer disposable and discretionary incomes, which will result in increased demand for air travel.

This is a background against which we can look ahead to probable future passenger traffic development. Recent forecasts indicate that the 1967 world scheduled passenger total of 235 million should reach about 580 million passengers in 1975 and about 770 million in 1980. Air freight should also benefit from the forecast growth rate of the world's economy and trade.

Indeed this potential is reflected in the fact that air freight is still expected to develop at a much faster rate than passenger traffic. The 1967 freight traffic total of 6,720 million tonne-kilometres is forecast to increase more than four times by 1975, and more than ten times by 1980.

These trends should provide a favourable setting for future development. However, there are several challenging problems that must be overcome to ensure that the industry develops on a sound economic basis.
India Week in Chicago

By M. Chudasama, New York

ELECTIONS are in the air — everywhere. We had the national election for President, one of the few forms of grand entertainments available at no cost in this inflationary age, with the unbelievable hoopla of a presidential campaign.

To match the mood of the country, we at Air-India had another election, with a subdued campaigning, but not much hoopla. In fact, it was so subdued that it was almost secretive and at this stage, we will join this silent bandwagon. Mum’s the word.

And then there was another election. At the New York Interline Club, Susan Janis, the peripatetic third of the Interline Department, was elected President of the 300-member club. The club’s executive roster reads like an Air-India Who’s Who. Don Buckley, from New York District Sales is Chairman of the Board and immediate past President and keeping a wary eye on their accounts is Hank Keegan, our Administrative Assistant. One of the first proclamations of the President relates to the most fundamental duties of interliners: weekend tours of Swinging London — on Air-India.

The Mayor of Chicago, the Honourable Richard J. Daley, declared October 21 to 28 India Week, organised by Ram Kumar T Gad, Manager of the Government of India Tourist Office, who is also Vice-Consul for India and our A.S.M., Bill Burke, tallest of the “Maharajahs” representatives in the U.S.A. Co-operating with us for India Week’s Festival of Festivals were Chicago area hotels, travel agencies and local cultural groups.

Activities during the week ranged from informative cocktail presentations to folk and classical music and dance programmes featuring, among others, Deb Chaudhuri, Sitar, and Uday Shankar’s Dance Company, with cricket matches, kite flying, Yoga demonstrations and more.

And startled Chicagoans were invited to join the Festival by the “Maharajah”, in turban, embroidered satin jacket and curly toed shoes, strolling on Michigan Avenue!

The Lady in Harbour

By Behram Vakil, DSM, Singapore

GOOD news for those wishing to visit Singapore. Visitors whose stay does not exceed seven days will not need a visa and tour parties will be able to make use of a collective passport. The seven-day visa-free facility now extends to those in possession of a valid passport.

The cards, (in size 5” x 4”) printed in colour showing wooden toy sellers from rural Gujarat, are priced at 50 paisa each, including the cost of the envelope, and will be available from the Assistant Welfare Officer, Personnel Office, Santa Cruz.

As in the past any staff wishing to purchase more than 100 cards will be able to have a special message printed/inside without extra cost. The requests for cards should reach Personnel Office before December 7, 1968.

Christmas/New Year Cards now available

Toy sellers of rural Gujarat - the cover of the new Greeting Card.

Encouraged by the response to the previous Diwali/New Year Greeting Cards, the Personnel Department is printing 5,000 Christmas/New Year cards this year.

The cards, (in size 5” x 4”) printed in colour showing wooden toy sellers from rural Gujarat, are priced at 50 paisa each, including the cost of the envelope, and will be available from the Assistant Welfare Officer, Personnel Office, Santa Cruz.

As in the past any staff willing to purchase more than 100 cards will be able to have a special message printed/inside without extra cost. The requests for cards should reach Personnel Office before December 7, 1968.
EXTEMPORE speeches — that was the main feature of the Annual Election Competition sponsored by the Personnel Department in association with the Air Corporations’ Employees Co-operative Bank and the Air-India Consumers’ Co-operative Society to mark the Co-operative Week last month. Those taking part were asked to pick up a chit from a box and speak for not more than five minutes on the subject written on it.

In all 13 speakers took part in the competition. Most of them were surprised and dismayed by the subjects that popped into their hands. Their reactions were later aptly summed up by Mr. A. S. Banavalikar, Personnel Manager, who presided over the function: “Their faces looked as if they had received their pay slips with deductions larger than their salary”.

The subjects ranged from “Why Trade Unions Oppose Co-operatives?” to “How to save Banks Discourage Loan Operations?” Suddenly confronted with this type of subjects with no time to think, few speakers were either able to give a logical exposition of the subject or offer considered opinions. Nevertheless, it was an interesting experiment which everyone concerned enjoyed.

The first prize of Rs. 50 went to Mr. V. Pichumani of the Accounts Department whose subject was “Romance of Co-operation”. He spoke forcefully and with a touch of humour. He traced the growth of the co-operative movement in Air-India and

Mr. V. Pichumani, first prize.

Mr. V. S. Shelikleri, second prize.

Mr. P. M. Bajaj, third prize.

Mr. L. V. Nulkar, special prize.

MAGIC CARPET

Mr. A. S. Banavalikar pointed out how in the initial stages members tended to regard themselves as privileged persons.

The second prize was claimed by Mr. V. S. Shelikleri of the Engineering Department who had won first prize last year. The third prize was won by Mr. P. M. Bajaj of Indian Airlines and a special prize declared by the Balaji Co-operative Housing Society was awarded to Mr. L. V. Nulkar of the Engineering Department. Among those who spoke well was Mr. Anwar Abbas, who had won second prize last year.

The judges for the Competition, which was held at the THQ Canteen, were Mr. K. S. Narayanan, (Engineering) President of the Air-India Toastmasters Club, Mr. K. K. Ketkar (Personnel) Secretary of the Consumers’ Co-operative Society and Mr. S. K. Sabnis, (Indian Airlines, Accounts) Secretary of the A. C. E. C. Bank.

In summing up, Mr. Banavalikar suggested that it would have been better if each speaker had been allowed half an hour to think on the subject. He lamented the fact that few labour leaders were actively associated with the Co-operatives. “It may be because it is inconsistent with the class war and conflict”, he said.

Mr. V. S. Shelikleri, second prize.
Hockey

Tournament with many thrills

THE third Joint Air-India/Indian Airlines Hockey Tournament, played in Bombay between November 12-16, 1968, developed into a keen tussle for supremacy between Air-India and Indian Airlines Delhi. With equal number of wins, IA Delhi won the championship by virtue of its better goal average.

On November 12, in brilliant sunshine Mr. S. K. Kooka, our Commercial Director, declared the Tournament open after the Air-India and IA teams had been presented to him. Swinging the stick in a golf stroke, Mr. Kooka drove the ball across to the goal which placed IA Delhi in a strong position.

In the final match Air-India would have had to beat IA Bombay by four goals to better the average set by Delhi to win the championship. In the event, our team just managed to draw the game with IA Bombay with one goal each.

Mr. J. D. Nagarvada of the Indian Police who is the President of the Bombay Hockey Association was the Chief Guest on the final day and presented the trophies. Apart from the championship and the runner-up trophies, a special trophy for the "most disciplined team" was awarded to IA Madras team.

Speaking on the occasion, Mr. Banavilkar thanked Mr. Nagarvada for accepting Air-India's invitation to be the Chief Guest and for permitting the use of the BHA ground. He described Mr. Nagarvada as a friend of Air-India and said: "We are grateful to Mr. Nagarvada for spending so much of his time with us, particularly on a Saturday. But then he is a hockey addict and has been associated with the game for the last 40 years."

Mr. Nagarvada is the Chairman of the All India Selection Committee for hockey and of the Selection Committee for Umpires.

Cricket

A-I team wins trophy

THE Air-India cricket team won the first Joint Indian Airlines/Air-India Cricket Tournament in Madras on October 30, 1968. Our team captained by Chhatrapalsinh, District Sales Manager, Jamshedpur, defeated the Indian Airlines Bombay team in the final match to win the championship trophy.

Five teams participated in the five-day Tournament, which was hosted by IA Madras. The five teams were: four representing IA’s four regions, (Bombay, Delhi, Calcutta and Madras) and Air-India. Each team was allowed 50 overs or three hours of play.

In the final match, our team won the toss and decided to bat. They scored 210 runs in 49 overs for the loss of eight wickets. IA Bombay replied with 130 for eight in 45 overs.

The match began disastrously for our team when we lost three of our leading players—Captain Chhatrapalsinh, Ramesh Manjrekar and Nitin Shirodkar—for a mere 22 runs. But V. P. Koli, R. N. Koli and D. R. Pai with scores of 58, 59 and 51 respectively led the recovery to place Air-India in an impregnable position. IA Bombay went on the defensive from the outset and collapsed against some accurate bowling by our bowlers.

For Air-India R. N. Koli and K. T. Kamath took three wickets each.

“Our team played aggressive, attacking cricket” S. Guruswami, Office Superintendent, Operations, who went as the Manager of the team told the Magic Carpet. “We are happy we have won the trophy the first time”, he said.
Prime Minister Mrs. Indira Gandhi stopped briefly at Frankfurt Airport on her way back from her recent tour of Latin American countries. She was met by Mr. N. H. Dastur, RM-CE, and Mrs. Dastur, who presented her with 'The World's Most Unusual Ashtray', designed for Air-India by Salvador Dali. The porcelain ashtray was specially autographed by Dali.

Above, Lynette Bryant won the Miss Crownng Glory Quest for 1968 in Perth. Two Air-India hostesses, Shanez Daruwalla and Marie Pinto attended the judging. The title of Miss Charity Princess for the entrant, who raised the most money, went to Valerie Beamish, formerly of Calcutta. Photograph shows Miss Daruwalla, Chanel NINE campers Mr. Lloyd Lawson, Miss Bryant, Miss Pinto and Miss Beamish. Below, Fifteen top executives of Forbowerke Hoechst AG., of West Germany, including the Chairman, Professor Karl Wimmocker, and 107 journalists from Europe and the UK, came to Bombay on Air-India for the inauguration of the High Density Polyethylene Plant of the Polyafore Industries Ltd. The party was met on arrival by Mr. and Mrs. Arvind N. Mafetel.

Mr. A. G. Neff, the new General Manager of Essa, India, and Mrs. Neff with their children photographed at Bombay Airport with Mr. Harry Sargon, our Sales Officer (R). Mrs. Neff and the children had arrived in Bombay on our flight from New York.

Mr. J. Zake, Uganda's Education Minister and Mrs. Zake, at Tokyo International Airport before leaving for Bombay enroute to Nairobi. Mr. Zake was visiting Japan to study Japanese educational system.

King Louie and Bear Baloo at Orly Airport, Paris, after arrival on our Boeing 707 to attend the premier of the latest Walt Disney film "The Jungle Book".

Nineteen-year-old Miss Sunita Sen, Miss India 1968, poses with our Maharajah in Bombay.
Table tennis

First tournament

SOME pretty tough battles were fought in the first Air-India Table Tennis Tournament which conclud-
ed on December 26, 1968. The Tournament, open to players from stations in India and abroad, saw Bombay players win both the singles and doubles titles in thrilling finishes.

Among the 16 players who participated in the Tournament were staff from New York, London, Brussels, Nairobi, Tokyo, Bangkok, Delhi and Cal-
cutta. Mr. P. K. Roy, General Manager of Times of India Group of Publications and President of the Maharashtra Table Tennis Association was the Chief Guest on the final day.

The singles title was won by Shashikant Desai of Stores who beat Vijay B. Joag of Accounts to win a surprise victory. Joag

V. B. Joag (L) and B. R. Aga: doubles title.

Sportsman of the month

S. S. Sawant - Desai

EVERYONE who watched Shashikant S. Saw-
want-Desai battle his way up to win the singles title in the Air-India Table Tennis Tournament at the end of October was impressed by his technique, particularly in defence. He returned seemingly impossible shots to the frustra-
tion of his opponents. By far the most impressive aspect of his game was his anticipation and ability to move into position quickly. Sawant-Desai, a modest 25-year-old from the Stores Department admits, how-
over, that he was surprised when he beat V. B. Joag, who has captained Air-
India's table tennis team for several years. "It just didn't seem possible", he said.

Defence is his strong point, but he recognises that he must learn to at-
tack if he is to progress. Sawant-Desai has been playing table tennis for more than 10 years, from his days at the Union High School in Bombay. He has also played hockey and cricket. In fact, he was the vice-captain of his school cricket team.

Unfortunately, he no longer has time to play these games, what with his ambition to acquire a Uni-
versity degree. Now he only concentrates on table tennis whenever he finds time, which is mostly dur-
ing week-ends. He has played table tennis for Air-
India for the last two years and has participated in the Maharashtra State Open Tournament.

Who's Who & Where

POSTINGS

ENGINEERING DEPARTMENT
To
P. K. Mukherjee,
AME-1, Addia Ababa
P. T. Pardhy,
AME-1, Nairobi
V. R. Ramnath,
AME-1, Tokyo
P. Chandy Thomas,
AME-1, Paris
B. R. K. Rao,
AME-2, London

PROMOTIONS

COMMERCIAL DEPARTMENT
To
K. S. Venkateswaran,
Stn. Manager, Aden
Derek Kyte,
Stn. Manager, New York
George Jacob,
Stn. Manager, Sydney
Mrs. C. Mazumdar,
Stn. Manager, Bombay
T. R. Arora,
Stn. Supdt., Kathmandu

OPERATIONS DEPARTMENT
E. K. Nair,
Ast. Supdt., Santa Cruz
N. A. Jayaraman,
Secretary, Santa Cruz

PLANNING DEPARTMENT
K. V. Rama,\nStn. Supdt., Bombay

ACCOUNTS DEPARTMENT
P. P. Malled,
Sr. Accountant, Bombay

STORES DEPARTMENT
S. D. Varerkar,
Sr. Dy. Supdt. (Officiating)
Santa Cruz

HEAD OFFICE
K. G. Jayawant,
Sr. Security Officer, London

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Chief Engineer (Maint.), Officiating
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V. N. Hirekar,
Chief Eng. (Tech. Services)
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V. Y. Jatar,
Superintendent
Santa Cruz
S. V. Karandikar,
Superintendent
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H. M. Jhangiani,
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AME-1
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Establishment Officer
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Planner
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