

# Magic Carpet



Member, Indian Association of Industrial Editors

NEWS AND VIEWS

VOL. 4, No. 2

THE STAFF MAGAZINE OF AIR-INDIA

MARCH-APRIL 1962

## Air-India To Become Pure-Jet Operator

**DHAULAGIRI**, Air-India's fifth Boeing, arrived at Santa Cruz Airport on March 11, 1962. Covering a distance of 4,910 miles Seattle-London in 9 hours 7 minutes, it flew from London as a scheduled flight to Cairo with Captain Bahadurji in command and from Cairo, it was routed via New Delhi to Bombay under the command of Capt. A. M. Kapoor. Then from Seattle, on April 14, 1962, **NANGA PARBAT**, Air-India's sixth Boeing, arrived at Santa Cruz under the command of Captain D. J. Bilimoria, after an 8-hour 10-minute non-stop flight from London.

A most interesting feature with **DHAULAGIRI** is that in less than two hours' layover in Bombay, it was put into service on the Bombay/Nairobi run as a scheduled flight AI-201.

### Jet Link with Moscow

Air-India introduced the Boeing service on their Bombay-Moscow route on April 6, 1962. This weekly service will operate between Bombay and Moscow via Delhi every Friday and return to Bombay via Delhi on every Saturday.

### Speed Record

**DHAULAGIRI** was selected for the non-stop Inaugural

flight under the command of Captain S. F. Peddar and covered the distance of 3,271 statute miles between Delhi and Moscow in record time of 6 hours 30 minutes.

On its return flight, **DHAULAGIRI** bettered its earlier record when it covered the same distance in 6 hours 1 minute. We are the first airline in the world to fly from Delhi to Moscow non-stop.

### Jet Service to Sydney

Beginning May 7, Air-India will inaugurate a weekly Boeing service to Sydney. This service will leave Bombay every Monday

for Sydney via Bangkok, Singapore and Darwin. The flight time from Bombay to Sydney will only be 18 hours and 35 minutes. The service will return from Sydney every Wednesday and proceed to New York via London.

### Special First Flight Covers

Special First Flight Covers have been issued by us to mark the Moscow Inaugural service and the forthcoming Sydney Inaugural service. These are priced at 30 n.P. and Rs. 1.05 n.P. each respectively and can be obtained from CHQ, Bombay.

### Daily Service to USA

From May 2, 1962, Air-India will operate a daily Boeing service to London and New York.

### CHRISTIAN DIOR MANNEQUINS ARRIVE IN INDIA

Eight mannequins from the famous fashion House of **CHRISTIAN DIOR** photographed with Captain R. E. Sengupta and some of the A-I crew members on arrival in Bombay from Paris by our Boeing 707 jetliner "DHAULAGIRI" on Sunday, April 22, 1962.

The mannequins who participated in the **CHRISTIAN DIOR** Fashion Shows at Bombay and Delhi, presented the 1962 Spring-Summer Collections created by the well-known designer Marc Bohan.

The fashion shows were sponsored by the Yash & Talents Club, 'Fashion' Magazine and L'ADONNE Francaise, in aid of Indian charities.

We recently arranged a 70-minute scenic flight over Kanya Durg, Panna and Nasik on our Boeing 707 jetliner for the Ministers of the Government of Maharashtra. Photograph shows the Chief Minister, Mr. Y. B. Chavan and Mr. B. R. Patel, our General Manager, with Captain D. J. Bilimoria, in the cockpit.



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# LETTER from LONDON

by  
TREVOR TURNER

On the occasion of Valentine's Day we sent a Valentine card to all the Travel Agents in the U.K. This card showed the Maharajah on the front holding a bunch of flowers, and inside was written the following rhyme:—

*Oh Valentine! Oh Love divine!  
Can you not tell what's cooking?  
I need one kiss — one night of bliss —  
One glance — one smile — one booking!*

This brought replies from our Travel Agents, some of which are reproduced as follows:—

*Your plan for one booking has set me wondering  
To here with great pleasure  
Is one and a half for good measure.  
O man of air so debonair  
I thought I'd got it made  
Alas I see it isn't me  
Your love is just for trade.  
Oh! Maharaja of my dreams  
I really try my best,  
But such time I have booked  
ed it seems*

*With 'Non-ops' I am blessed.  
Our Maharaja was recently reinstated in his Piccadilly Circus display and many of our old friends have com-*

mented that they are pleased to see him bowing and glittering in the centre of the metropolis once again.

The telex staff in Bond Street are in mourning for the loss of their Bombay circuit, but we are told on good authority that one member of the telex team was recently seen coming away from a betting shop with a large smile on his face and a thick wallet in his pocket.

At the Airport we are all hoping that the move to the new number 3 passenger building in the central area will take place as planned at the end of April. Stores gave a party to celebrate the opening of the new bonded stores and we are told that this was a highly successful evening and the guests included the Collector of Customs, many of his staff and also representatives from Rolls Royce and other important companies.

Nine cage cranes were received by Cargo from Calcutta. They arrived on Thursday and were sold on Friday, in other words from Calcutta to



the customer in less than 24 hours. Also received was a high clay model of the goddess Saraswati.

We are told on good authority that a new style of shirt uniform of commercial travellers used to the Traffic and Stores boys at London Airport. We also learn that this shirt has been christened the "Buba shirt" and for some extraordinary reason they are as long enough and so the resulting consequences can be imagined when any member of our staff has to bend down to pick up anything.

Everyone is looking forward to the warmer weather when perhaps the sportsmen will be more enthusiastic. In the meantime Bond Street darts team played an inter-league match against C.P.A.L. but unfortunately the Air-India team were defeated. The table tennis team are enjoying a successful season. They are third in the 4th division of the Travel Trade and sixth in the 4th division of the London Business Houses League. This represents their best season so far and is just reward for the efforts made by the regular players of last season, who should be congratulated on their progress. They are Len Walsley, Jim Ward and Clive Whiteley.

There is to be a bowling team formed for Air-India staff to enter into competition with other airlines who are also in the process of forming teams. Our team is to be known as the Maharajas and their first fixture is March 13th.

In our next letter we hope to write more news of the activities of this new group and we hope by then to have more people in the Company interested. For two pins for should it be ten? your London correspondent might even join himself!

Statement about ourselves and other particulars about ourselves. Magic Carpet News and Views (Bucks).

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(M) Suresh Mahalingam Kovil,  
Editor & Publisher.

Photograph taken at the Air-India Magic Carpet Stand at the Inaugural Exhibition at India Display Centre, Bahrain. (Left to Right) Mr. K. K. Menon, Bahrain, Mr. Ahmed Kanoo, Managing Director, Kanoo Brothers, who are also agents for A-I, Mr. S. Shaw, Regional Sales Manager, B.G.A.C. and Mr. Mohd. Kanoo, General Manager.



# STORY OF THE 'BIG THREE'

We carry below an introductory talk delivered by the representatives of Air-India, BOAC and Qantas during the Post-Partners' promotional tour of Europe in March.

**T**HIS is the story of the 'Big Three' — three of the world's leading airlines who put their heads together and decided they could offer an even better service to the hundreds of thousands of passengers they carry every year if they sold their services, their experience and their resources in unison.

They didn't change their names to do it, because they are three very old names in the flying business, and they are very proud of them. They are very proud, too, of their own traditional insignia, of the staff of many nationalities who wear them, and of the special standards of service and hospitality which they offer all over the world.

Instead, they decided to unite their strength at the level which really counted — by co-ordinating their schedules to give the passenger the best and widest choice from among the dozens of services they operate, reorganising their sales systems to make it easier for them and you to sell the joint services of all three partners, and by linking their reservations and communications systems so that they could look after the passenger wherever he went on their joint route networks.

The result, nearly two years ago now, was the birth of the world-wide airline partnership that offers more of everything to the passenger — more services, more aircraft, more seats, more destinations, more staff to help them on the ground — and more experience in the air.

Whichever way you look at it, the 'Big Three' today are very big business indeed. Today, the three partners between them are flying regularly to 96 cities in 64 countries in every continent in the world. Between them, they operate over 200 return services a week. And their unduplicated route mileage is over 250,000 miles (over 400,000 kilometres). That means you could travel about 10 times round the world without using the same airline twice between any two points. Between them, they now carry well over 1,500,000 passengers a year.

All this has been built on knowledge, gained by experience stretching right back to the very earliest days of commercial

flying. Between them, the Big Three have been in the flying business for a very long time — well over 100 years.

BOAC and Qantas both go back for well over 40 years — to the days when airliners were World War I biplanes. Between them, in those four decades, they have opened up almost every major air route in the Eastern Hemisphere. One of BOAC's predecessors opened the first air routes from Europe to India and the Far East; Qantas put flying on the map in Australia. Between them, they started the first through passenger flights from Europe to Australia, more than 27 years ago. They've been working close together ever since, with new aircraft, new routes and new ideas.

Air-India are old hands at passenger flying too — they've been in business since Mr. J. R. D. Tata, the present Chairman of Air-India started with one light aircraft, nearly 40

years ago. And for the past 15 years or so, they've been one of the fastest-growing international airlines in the world.

What are the advantages of the partnership from the passenger's point of view?

First, there's the area it covers. The routes of the Big Three span not only the East, but the whole world — in Africa, across the Atlantic to both shores of North and South America, in the Caribbean, over the Pacific to North East Asia, to New Zealand and to Australia.

Turn to the East, and see what the Big Three offer. Here they have drawn a network of services across the Eastern Hemisphere which no other airline system can offer. Think anywhere you want to go Eastwards from Europe, and you'll find the partner going there — and going there more often than anybody else. One organisation offers you services to 17 cities in 27 countries of the East and Australasia.

Not only more places, but more frequencies. Every week, the Big Three flies 55 times a week out of mainland Europe to the East. Look how often they go: 14 services a week from Europe to Australia, 30 to India, 19 to Singapore, 10 to Bangkok, 15 to Hongkong, 8 to Tokyo.



Anchales of our Bangkok Booking Office with her husband, Mr. Chew, on their honeymoon in Tokyo.

That means nearly 3,500 passenger seats each way every week, first or economy class. Just for the record, the partners' total in 1939 was 72 a week! Look at the range of calling points; four cities in India — more than any other combination of operators, five in Australasia; three in New Zealand; Burma, Thailand, Malaya, Singapore, Ceylon, Indonesia, the Philippines, Hongkong, Japan — there's a Big Three jetliner on its way to every one of them.

That means more than just flights from Europe. It means a wider choice of stopovers, more frequent onward connections between the main tourist cities of Asia. For example, the Middle East to Bombay 12 times a week; Delhi-Bangkok 6 times a week; Singapore to Sydney 14 times a week; Hongkong to Tokyo 12 times a week. That means more time for business or sight-seeing, less time wasted waiting for onward connections.

How is it done? By having greater resources in the air and on the ground than anyone else.

*In the air:* a grand total of 53 jetliners, Boeing 707s or Comet 4s. Every single service the Big Three operates in the Orient or Australasia is flown by a jetliner, in the hands of crack international crews. When a passenger flies by the Big Three, he has behind him the combined resources of over 32,000 people — more than 4,200 of them flying crew.

(Continued on page 7)

Mr. G. S. Singh, D. S. M., Jalandhar, presenting a Boeing aircraft model to Mr. Partap Singh Kalra, Chief Minister of Punjab. Looking on are Mr. Amarnath Vidyashankar, Education Minister, Punjab, and Dr. Parkash Kaur, Dy. Health Minister, Punjab.



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## UNIQUE ART OF "RANGOLI"

AN interesting contribution to the Magic Carpet comes this month from the AI Staff Colony Association.

We reproduce below 'Rangoli' pictures designed by three members of our staff who recently participated in the Rangoli Exhibition held at the Air-India Housing Colony.

Our Welfare Officer, Mr. N. R. Kshatriya, opened the Exhibition.

The rangoli pictures in multi-colours were designed on the floor of our Association Office and were specially photographed for the Magic Carpet.

'Rangoli' — an old art in itself, is known to most Indians.

Different art forms are designed in front of a house or a temple — particularly on Deepavali, the Festival of Lights — at the time of different Indian festivals and auspicious occasions.

Multi-colours in powder form are used with white Rangoli powder base, and varieties of colourful designs are made with such mixed powders on the floor (as well as on water surface by using charcoal powder.)



Krishna, 8-year-old son of Mr. N. N. Kamath, Dy. Suptd. (Stores) C.H.Q., won first prize in the children's 75 metres flat race at the joint I.A.C./AIR-INDIA Athletic Meet.

In India, during Deepavali Festival, such exhibitions are held on a large scale and are open to the public.

## STAFF PARTY IN ADEN

THE party was held at the Airport Restaurant which was gaily decorated with multi-colour lamps and festoons. Although proceedings were scheduled to start at 7 p.m. most of our Arab staff had already commenced their festivities much earlier in the evening at a 'Qat chewing' session held in the Airport Manager's compound.

Most readers would like to know what this 'Qat chewing' is all about. Well! Qat is a small innocuous looking herb which grows in profusion in Ethiopia and was quite unknown until the day when an Adenite happened unwittingly to chew some of its tender leaves. The herb immediately shot into the limelight. It is perhaps unfortunate that this illustrious person was never aware of the fact that this would make history.

Qat chewing is now more or less a way of life with the large percentage of Aden's population. Large amounts of money are spent regularly on the purchase of this mild narcotic and latest statistics reveal that the annual expenditure on Qat in Aden is somewhere in the region of \$9,00,000.

According to addicts, the consumption of this herb transports

one mentally to a higher plane and generally produces a state of levitation! One is apt to forget one's worries and woes (first AI personnel at on-line census please note!)

Coming back to the party, they got well and truly going after the first few glasses of liquid nourishment and by popular request entertainment was provided by Mr. Nasser of the Engineering Department who gave the audience a selection of Hindi film songs.

Not to be out-done the Traffic and Accounts staff then joined in but the Engineering Department held sway when one of the Arab staff recited the Arab song.

The party continued well into the night, during which time a sumptuous buffet consisting of a variety of Indian, Lebanese and Continental dishes was laid on by the very efficient Airport Restaurant Manager, Mr. Nasser.

This year's Annual Party had a special significance, in that it served as a farewell party to our popular Manager, Mr. Crasto, who was leaving for Nairobi to take up his new assignment as Manager. ● ● ●

### "Maharaja"

by  
V. M. Vaidya



### "Veena"

by  
V. M. Vaidya



### "Dooja"

by  
R. K. Nair



### "Deepavali"

by  
B. N. Juvadekar





Our Airport staff at Santa Cruz photographed with Pool Partner BOAC's representatives who recently visited Bombay to discuss arrangements in connection with Air-India's services with BOAC Comets on the Bombay/Jakarta, Bombay/Kuwait and Madras/Singapore routes.



"Gentlemen— You are now looking down on the great divide"

## BOAC Officials Entertained at Santa Cruz

By S. C. Veney

RECENTLY we organised a "get-together" between officials of our Pool Partner (BOAC) and ourselves in the Transit Lounge at Santa Cruz Airport.

As there were no flights that evening most of the Airport staff attended the party, which was a great success. The lounge was decorated with balloons and beautiful flowers, but of all the decorations, two posters of the pool attracted the eye. They were contributions from our Advertising Department depicting the brotherhood of All and BOAC.

An opening speech was given by Mr. D. P. Mitra, our Station Manager, who stressed the importance of the pool and its smooth operation here in Bombay and the world over.

Miss Baptista (Airport Receptionist) took over from there and was entrusted with conducting the numerous parlour games that were played during that evening. The evening's highlight was "The Maharaja Wants," in which both BOAC and All Station Managers ended up minus their shoes. They certainly are taking the pool seriously!

Music was provided by Mark, tea being served in the adjoining room, and for a while things quietened down from the pitch they had reached. After tea, group photographs were taken and the party moved back to

the lounge for the main items on the variety programme. A SKIT provided by Feroze Watcha on the various senior officials of the pool brought peals of laughter from everybody including the people being imitated.

The party concluded with a very interesting technical film on supersonic jets breaking the sound barrier and the formation of 1st and 2nd shock waves on reaching speeds of or near MACH 1.00

## BOMAS WINS AIR-INDIA TROPHY

THE 13th CAG Annual Exhibition was inaugurated by Prof. G. D. Parikh, Rector, University of Bombay, on Thursday, March 29, at the Jehangir Art Gallery, Bombay.

The Judging Committee of the Commercial Artists Guild awarded the Air-India Rotating Challenge Trophy to Messrs. BOMAS Ltd for their press advertisement entry. In the Students' Section, the entry submitted by Mr. R. G. Mirajkar won the Air-India cash prize of Rs. 100/-.

The object of the Exhibition is to provide artists with an opportunity to display advertising designs executed by them during the year and to make the public more art conscious with particular reference to design, advertising and printing.



Jack "Tarzan" Mahoney, well-known American actor, on location in the jungles of Mysore during the shooting of 'TARZAN IN INDIA'.

Prof. G. D. Parikh, Rector, University of Bombay, presents the A-1 Rotating Challenge Trophy to Messrs Bomas Ltd. for their press advertisement entry at the opening of the 13th Cag Annual Exhibition on March 29.



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## "Ici Paris"

by

A. C. Sabban

HERE we are again after a long silence.

We have, of course, been busy during all this time, busy selling seats, busy making reservations, busy at the airport, busy in accounts, busy everywhere. But we have been specially busy settling down in our magnificent new premises.

For those among you who have not had the chance of visiting us yet, we are pleased to tell you that we are everyday a little more proud of our office. One reason for this is that daily, local and foreign visitors step in to compliment us on its beauty. Some of them, after discovering the place, come again with their cameras and request permission for taking photographs of the office. Needless to say that permission is accorded right away.

As regards Paris staff, two happy events have taken place recently. Our Manager's char-

ming blonde secretary, Miss J. Morin, got married to Mr. B. Iserentant, one of our sales staff, and Mr. G. de Menasse, our active cargo sales superintendent took in marriage our former filing clerk Miss C. Vicol.

As you can see, AIR-INDIA, Paris, is an interesting place for finding a spouse and if some of you are having difficulties in securing a life-mate do not hesitate to ask for a transfer to Paris. We still have a host of charming unmarried girls but less boys, I am afraid.

Shall we be permitted to travel across the Atlantic this summer?

This is the question raised by some of us wishing to spend holidays in the USA. In view of our projected daily service to New York, it is hoped that the existing "close out" period will be removed.

We are sure that this problem is not only ours and that many among you who read this article are also keen to visit New York next summer.

May our call be heard.

Mr. David McNicoll, Editor-in-Chief, Australian Consolidated Press, Sydney, Australia, photographed with Elizabeth Taylor on the set of *Geopatra*, at Cinecitta, Rome.



At the recent nationwide General Elections, Air-India assigned 129 of its staff on duty as polling and presiding officers in Bombay. Photograph shows Miss Rupa Gandhi, Mr. P. M. Gommen and Mr. D. V. Savant manning the booth at Kurla Constituency.

### NEW JET SERVICE TO SINGAPORE AND JAKARTA

We inaugurated a new jet service to Singapore from Madras on April 5, 1962, with Comet 4 aircraft.

Air-India will operate two jet services a week to Singapore, of which one will extend to Jakarta. The Singapore service will depart from Madras every Thursday and the Jakarta service every Saturday from Bombay. The flight time from Madras to Singapore will only be 4½ hours.

Another weekly jet service was inaugurated by Air-India from Bombay to Karachi, Bahrain and Kuwait on April 8, 1962.

The switchover to medium jet aircraft has been necessitated by the limitations of the existing runway at Madras Airport which cannot at present accommodate our giant Boeing 707s.

The introduction of jet aircraft on Air-India's South-East Asian routes became necessary in order to provide fast jet service in place of the Super-Constellations which have now been bought by the Defence Ministry.

Four-month-old Edinburgh-born, Bina Sheth, who recently arrived from London on our new DHAULAGIRI jetliner, receives VIP treatment from A-1 Receptionists, Parin Spencer, Sherry Mansukhshaw and Geol Datta.



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(Continued from page 3)

**BIG THREE**

*On the ground:* No other airline system can offer the resources on the ground which the tripartite offers to the traveller anywhere in the Orient.

Not only will you see their jetliners at every major international airport in the East, but you'll find their offices in almost every town or city of any size. In around 65 towns and cities of Asia and Australasia, you'll find the local offices of at least one partner — often of two or even all three. That means that behind the counter of any of those offices, whether it is in Bangkok or Brisbane, you will find staff ready to help the passenger travelling by any one of the partners. Anywhere you go in Asia or Australasia, there are friendly faces waiting to offer advice or assistance — staff who are experts, not only on their own country, but on the others in the partnership network. You can't get off the beaten track with the Big Three — they were there before you.

The Big Three are big people in the cargo field, too. Every one of the Big Three 55 passenger calls a week carries cargo to the Orient. All these aircraft — Boeings and Comets — can lift anything up to 5,000 kilos of freight on a single flight. That's not all — there are all-freight services to the Middle East and India, too.

For the air shipper, the Big

Three can be Big Business. Judge for yourself how big. Every week, the three partners offer between Europe and the East around 120,000 kilos of guaranteed cargo capacity. That means high-speed, high-frequency service for cargoes, small or large, to dozens of markets from the Mediterranean to the Pacific. And the range of points the Big Three serve means easier consignment, avoiding time-consuming trans-shipment.

Between them the Big Three can and do move almost everything from pigs to elephants. To show the range of cargoes they carry today for European manufacturers here are just a few of the items which head the list of commodities carried out of continental Europe: machinery parts, electrical equipment, textiles, pharmaceuticals, chemicals, car spares, watches, cameras, optical equipment and footwear.

**OBITUARY**

We regret to announce the sad demise of Mr. Poona Jiva, Sweeper in the Medical Clinic, Santa Cruz. He was 51 years of age.

Mr. Poona Jiva joined Air-India as a Sweeper in the year 1947. He was popular amongst his colleagues and was liked by his superiors. He leaves behind his wife and eight children.

We tender our sincere condolences to the members of his family in their sad bereavement.



Leading Australian Travel Agents pictured at Mascot Airport recently before leaving by Air-India for an intensive tour of India prior to introduction of our Boeing 707 Intercontinental jets on the SYDNEY-BOMBAY-LONDON-NEW YORK route in May of this year. Pictured left to right:

- Mr. Graham Acton, Union Steamship Co. of N.Z. Ltd., Melbourne.
- " M. Zarzycki, Caba Travel Services, Melbourne.
- " P. C. Coghlan, Orbit Travel Services Pty. Ltd., Sydney.
- Miss E. R. Cornish, Cornish Travel, Adelaide.
- Mr. W. R. Bailey, Mitchell's International Tours, Sydney.
- " A. F. Pizzo, Manager for Australia, Air-India, Sydney.
- " B. J. Major, South Australian Government Tourist Bureau, Adelaide.
- Miss Lois Wotherspoon, Commercial Bank of Australia, Melbourne.
- Mr. P. S. McDonald, Dalgety & New Zealand Loan Ltd., Adelaide.
- " R. Seals, Commercial Bank of Australia, Sydney.
- " John Daly, Bank of New South Wales, Sydney.
- " Ken Newman, Bavan's Travel Service, Wollongong.
- " John Hauvel, District Sales Manager, Air-India, Adelaide.

Mr. Ernest Rodriguez seen before departure from Nairobi to take up his new assignment as Manager, Aden. The Nairobi staff bid him farewell at the Airport and photograph shows Mr. Rodriguez being garlanded by our receptionist, Mrs. F. Mehra.



Our office in Rome recently entertained Pool Partners BOAC and Qantas to dinner at the Bursini Hotel. Photograph shows some of the interline invitees.



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## TREND OF NORTH ATLANTIC FARES

THE North Atlantic air bridge between Europe and America is one of the world's key international routes. Heavily travelled and highly competitive, it links the continental systems of the hemispheres. It is the blue ribbon route on which the newest equipment is put into early service. And what happens on the North Atlantic today — in fares, new classes of service or new merchandising ideas — is liable to spread to other routes tomorrow.

Air service over the North Atlantic began in June, 1939. It was a leisurely, two-day flying boat service carried on by two companies, and the first New York-London round trip fare was \$675 — at a time when the dollar bought almost three times as much as it does today.

In the normal commercial sense, service was suspended during the war years, since all space was covered by government priority. When peace came in 1945, the fare had bobbed up to an arbitrary all-time high of \$1,029.00, but in November of that year it came down to \$495 and levelled off a month later at \$675.

With the end of the war, more carriers began operations on the route (there are 20 today) and governments began asserting their right to economic supervision of international air transport. North Atlantic fares soon became a matter for international negotiation and government agreement, involving a very large number of parties.

Thus, in mid-1946, the first Traffic Conferences of the airlines were called together under the aegis of the International Air Transport Association to start these negotiations. The first IATA Conference fare was a reduction in the price of the New York-London round trip to \$649.67.

Ever since that time, the Conferences have had North Atlantic fares under constant review, attempting to balance off a number of continuously changing factors:

- the improving technology of air transport itself;
- the growing efficiency of the airlines as operators;
- the demands of a market which has gradually al-

tered from a small one based primarily on people who must travel to the vastier one of tourists who must be persuaded to go somewhere;

- the costs of providing the service; and
- the ability of the public to pay.

The history of North Atlantic fares is complicated to chart. There have been fluctuations. On a few occasions, rising prices have forced fares up. There have been as many as three classes of service in effect at certain periods. And throughout the postwar years, the airlines have experimented with a variety of promotional fare devices, including off-season fares (which were not, by and large, conspicuously successful). But the attempt to give the public an ever cheaper low fare service has been constant. Using the lowest year-round fare for the round trip between New York and London as the statistical base, the landmarks of the last 16 years have been these:

The first IATA Conference fare of 1946 shortly came down to \$588.70. This provided 200 mile-an-hour transport in unpressurized aircraft, and it attracted 209,000 passengers to scheduled service during 1947.

The fare stayed constant for some years, but as new and more expensive aircraft came on the route, and inflation spiralled, the fare came up to \$711 in 1951. Constellations and DC-8s flying at 290 miles-an-hour were now on the route; and there were 330,000 passengers in that year.

But this was still the era of one-class, luxury service for the VIPs of the world; and the air-

lines were becoming increasingly interested in the tourist, who was less prosperous, but infinitely more numerous.

Therefore, in 1952, the airlines voted to introduce Tourist class service at a fare of \$486, or 31.6 per cent under first class. In 1953, the first full year of Tourist class operations, the IATA airlines carried 507,000 scheduled passengers.

In succeeding years, cost pressures were at work again; and from 1954 to 1957, the Tourist fare was \$522. It was still attractive to passengers, of whom there were 958,000 in 1957.

This was not, however enough for the airlines, who

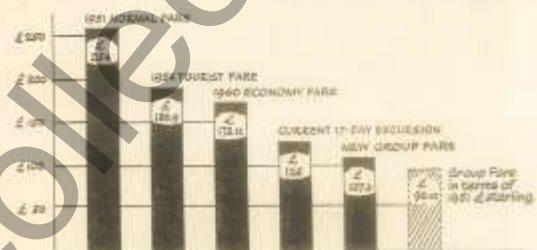
(Continued on page 11)



Miss Inge Stauhr (left) photographed before departure for Frankfurt is seen here with Mrs. Moolgaonkar. Miss Stauhr is the daughter of Mr. H. A. Stauhr, Technical Director & Manager, Ruse Division, TELCO, Jamshedpur.

### NORTH ATLANTIC AIRLINE FARES

New Group Fares cut the cost of flying to less than half the 1951 price level.



Round-trip fares: London-New York.

Source: IATA.

New year-round low fares for groups flying on the regularly scheduled services of the North Atlantic airlines represent the fourth significant slash in prices since 1951, according to the International Air Transport Association.

At £107-3-0 round trip over the basic rating sector between London and New York, the group fares are £17-17-0 below current 17-day off-season excursion fares; £66-9-0 less than normal economy class fares; £79-6-0 less than the tourist fare eight years ago; and £146-17-0 less than the normal year round fare in 1951.

The overall reduction since 1951 in absolute terms is 58 per cent, but in terms of the 1951 dollar, the new group fare is closer to 62 per cent lower than the normal fare in that year, IATA points out.



(Continued from page 8)  
 were by now bringing in their larger, faster DC-7Cs, Super-constellations and Britannias. In 1958, they decided upon a new Economy class service, under Tourist, at a round trip fare of \$453.60. In 1959, its first full year of operations, this new class helped swell total traffic to 1,367,000 passengers.

The introduction of jets brought some changes in the Economy class fare, for as they began to replace propeller-driven aircraft, fare differentials came

into effect in 1960 — the fare in jets was \$486, and in prop aircraft \$450. At these levels, the airlines carried 1,761,000 passengers in 1960.

Later in 1960, still another experiment was started: a 17-day off-season excursion which brought the cost of a round trip on scheduled services during six months of the year to \$350 in the jets and somewhat less in props. The result was a total of 1,919,000 passengers in 1961. This was good, but the airlines are interested in more.

Thus, the airlines are offering this Spring the latest low, low fares of \$300 round trip in jets and \$278 in props, available year round for groups of 25 or more. What this will mean in terms of total traffic remains to be seen, but IATA has concluded that 2,200,000 scheduled passengers in 1962 is not an overly-optimistic forecast.

The history of international negotiation of North Atlantic fares since 1946 has shown a consistent and successful attempt by the airlines to reduce their prices in order to give more people the chance to travel. Boiled down to the fewest figures possible, the record amounts to this:

20 times more passengers will fly the Atlantic this year than in 1946.

They will make their journeys three times as fast, in much more comfortable equipment. Most of them will buy their tickets for 25 to 58 percent less than they paid in 1946, even though their dollars are worth only about 60 cents by 1946 standards.

7-year-old Mayuri, son of Mr. K. J. Dave of Accounts Dept., Bombay, photographed outside Ram Mandir Temple at Nasik.

THE YOUNGER SET



One-year-old Sanjiva, son of Mr. R. V. Gadgil, Senior Storekeeper, Santa Cruz, proudly poses for the Magic Carpet on his first birthday.

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Benny, 15-month-old son of Mr. J. P. Fernandes, Plant Mechanic, Santa Cruz, will soon make his debut on the Indian movie screen.



London Town is Twisting!



Our Xmas Staff Party, perchance belated  
 At the Skyway Hotel we have just celebrated  
 The party was smashing, the music just grand  
 Our comic team gear we doll, to the band  
 Whose tireless efforts throughout the long night  
 Assured that the party was kept well alight  
 Songs all were gyrating with vigour and verve  
 Some with experience, some with just nerve  
 Our Regional Manager with eyebrows upraised  
 Looked surprised at the movement upon which he gazed

You could hardly expect the R. M. to know  
 That his Staff possessed such 'pop' and such 'go'  
 Nor had he a notion, our brothers and sisters  
 Were such very proficient hip-swinging twisters  
 Gorgeous Visions in saris and shimmering bangles  
 Vied with platinum blondes scintillating in spangles  
 Outshining their escorts, whose unworldly gentleness  
 Soon reduced the poor fellows to hair-pattingness  
 Our Regional Accountant, grim, pale and ill  
 Copulated in anguish, how we'd lost the bill  
 Seventy-five bob per double Capita  
 We know it can stretch, but hardly that far!  
 With morbid pre-visions of Santa Cruz tee  
 He departed home early, to brood by the fire  
 Whilst our boys and girls all merry and bright  
 Twisted, shimmed and wriggled until it was light.  
 The Cabaret, too, proved much source of glee,  
 For those tireless people who could still hear and see.  
 Alas! true, but sad, all good things must end,  
 Weary revelers homeward their long ways must wend,  
 Happy memories of party so gay and so bonny,  
 Vouchsafed by the efforts of our very own Romie.  
 His, a thankless task, well, you know,  
 Our verdict unanimous 'Tolly good show'.

—MIZ.

Mauve Orchids from Bangkok bagged first prize for Air-India at the Bombay Flower Show.

### A Riot Of Colour



WE recently participated in the Annual Flower Show held at Raj Bhavan in Bombay.

Flowers of many varieties on view had been flown in from many parts of Europe and the U.K., from the Near and Far East, from Australia and U.S.A.

Picture above shows the former Governor of Maharashtra, Shri Sri Prakash and Mrs. K. M. Mamshi, one of the organisers, at the Air-India stall which displayed exotic flowers from 12 different countries.

In addition to the first prize awarded to Air-India for the Mauve Orchids, we received Certificates of Merit for the Pink Belladonna Lilies and Giant Prizes from Sydney as also the Red Star Tulips from London.

Air-India also participated in the Calcutta Flower Show sponsored by the Royal Agricultural and Horticultural Society of India. The flower display arranged by Japanese experts was in the traditional and contemporary styles.

To further enhance the

effect we provided special vases and flew in from Japan such trimmings as seaweed and driftwood.

Picture below shows Mr. B. Israni, Commercial Manager Sales, with Mrs. Antia, wife of our Manager, Calcutta, admiring some of the rare species of flowers specially flown in for the occasion.



### TOASTMASTERS' ANNUAL DINNER



Mr. & Mrs. Donald T. Shea with Captain Tony Verma.

THE First Annual Dinner Dances of Air-India Toastmasters Club at HQ was one of the best attended functions ever held by Air-India staff. Two popular bands, Kees Mac's with the lovely voices of Jenn and Pamela MacCarthy and Cyril Sequeira's Modernaires, made sure that the Toastmasters and their partners had a hip-swaying and rollicking time.

The show was ably compered by Mr. Sorab Modi of CHQ and the tour-de-force of the evening was an exhibition of Indian classical dancing by Miss Sumita Ramesh Rao. Add to that a sumptuous Buffet Dinner can't think of a better formula for a more enjoyable evening.

Mr. Donald T. Shea, Director of U.S.I.S., Bombay, was the Chief Guest. Presenting a fine collection of books as a gift on this occasion, he said "your new library will be a new portal, a new door, to learning and we congratulate you upon this new venture. I assure you, that I and all members of the USIS here, will give you every assistance we can in establishing this new portal to learning".

Thank you Mr. Shea for this gesture of goodwill. Among the interesting prizes and giveaways on the programme that evening were the free flight by Air-India and I.A.C. on the Bombay/Delhi/Bombay sector (which, incidentally, was won by Mr. Turner of Customer Service), a Cutlery Set, a Tea Set, and Air-India Overnight Bags.

Our congrats to the Toastmasters on "this function of the year".

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