

The Magic Carpet

VOL 13 NO 2

THE STAFF MAGAZINE OF AIR INDIA

AUGUST 1969

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BOEING 747 : COUNTDOWN BEGINS

FULL 18 months before Air-India's first Boeing 747 is due to arrive in Bombay, the countdown to launch the giant jet on Air-India's route network has begun. Side by side with the normal day to day operations, preparations for the smooth launching of the new aircraft go on quietly behind the scenes.

The entire project is being co-ordinated by the Technical Committee headed by Mr. K. G. Appusamy, Director of Engineering. The Technical Committee, through its various sub-committees has done a great deal of ground work in spelling out the detailed and complex requirements—from engineering equipment to cabin interior, from cockpit layout to spares requirement and from ground support equipment to cargo containers. Almost all the departments are associated with

the work of the Committee.

Already the Engineering and the Commercial Departments are moving into top gear as they begin their long haul towards the final goal. While the Commercial Department has been busy finalising cabin interior, selection of seats, ground handling equipment and galley equipment, the Engineering Department has started training staff for the 747.

The Engineering Training Establishment recently held its

(Continued on page 3)



Mr. J. D. Billimoria, Deputy Engineering Manager (Maintenance), receives a Certificate from Mr. P. G. Gadgil, Principal, Engineering Establishment, on having completed the first Boeing 747 familiarisation course in Bombay.

Choosing new seats for 747

A GREAT deal of care and thought will go into the selection of seats—both economy and first class—for our Boeing 747s.

Mr. J. R. D. Tata, Chairman, Air Marshal M. S. Chaturvedi, General Manager, Mr. S. K. Kooka, Commercial Director and Mr. K. G. Appusamy, Director of Engineering reviewed a number of prototype seats from five U. S. manufacturers in Bombay on July 14, 1969.

The seats were installed in a specially built full-scale section of a Boeing 747 cabin mock-up. It was fabricated and erected on the third-floor landing of the Technical Headquarters building in record time by the Works Maintenance Division under the direction of Assistant Engineering Manager Mr. K. N. M. Yelhanka from the Technical Services Division.

None of the seats displayed came up to Air-India's require-

(Continued on page 3)

It was a warm summer in London in July. Eva Sedlakova took time off to relax on the diving board of the Skyways Hotel swimming pool and enjoy the King of Fruits. A former Air-India hostess, Eva is now a receptionist in our Prague Office.



STORES DEPARTMENT

Stock Records to be put on Computer

THE Stores Stock Records of spare parts are to be maintained by a computer from the beginning of next year. A new computer is being hired for the purpose and will be operated by the Electronic Data Processing section of the Accounts Department.

Even after the switchover, the present system of manual posting of stock cards will continue for a year to make allowance for any teething troubles in the new system.

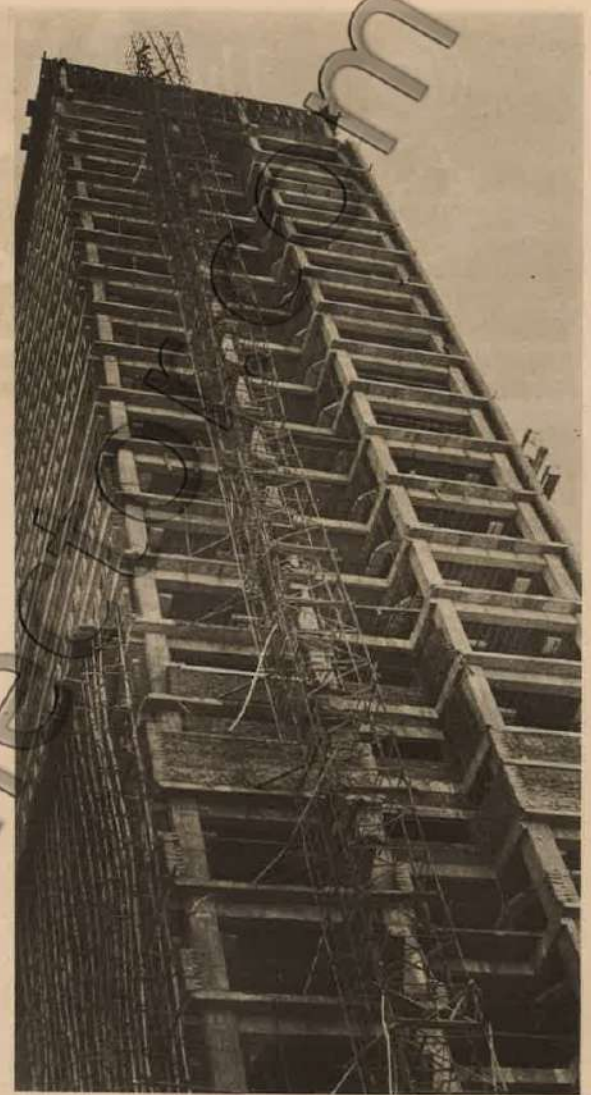
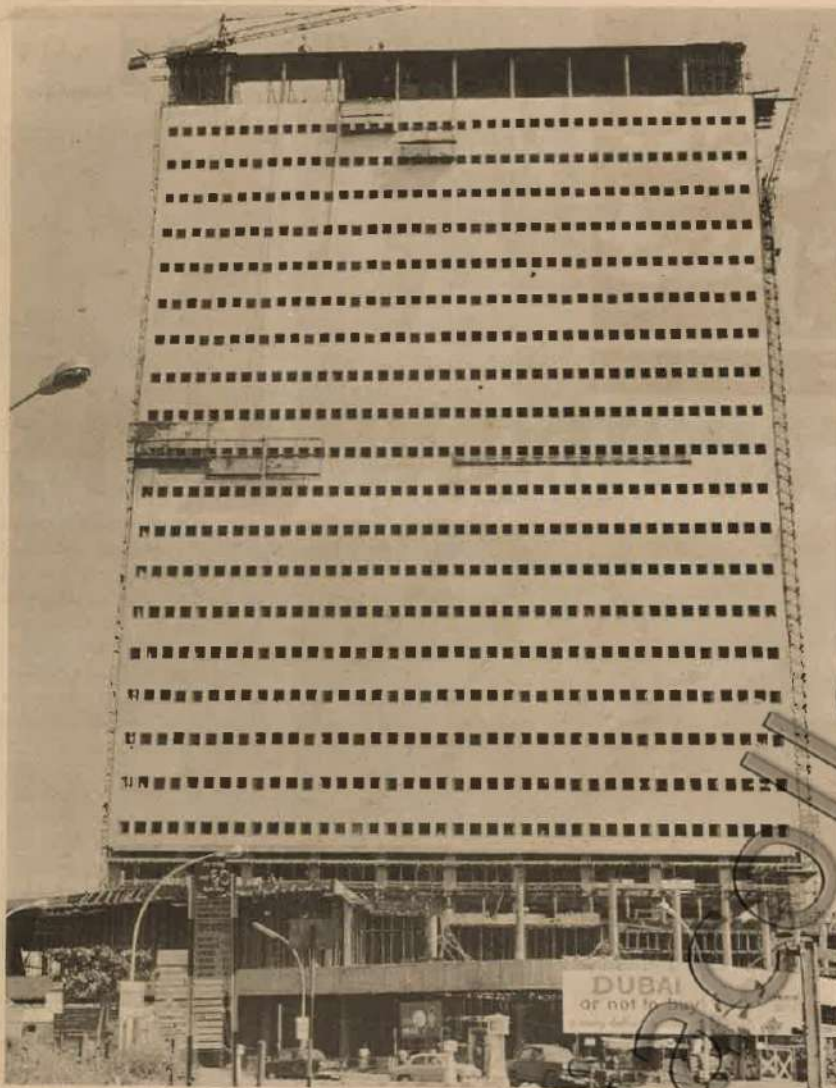
The Stores Department at present holds 80,000 different aircraft spare parts. Each part has a record card which carries all the essential information of the part—its manufacturer, price, receipts, issues, outstanding orders, supercedures and alternates and a host of other details. These cards are kept up to date by a team of staff.

"Although the process has worked satisfactorily so far", said Mr. S. C. Kale, Controller of Stores and Purchases, "it is necessary to speed it up in the interest of efficiency". We also hope to get a better insight into many vital details regard-

ing the movement of spare parts".

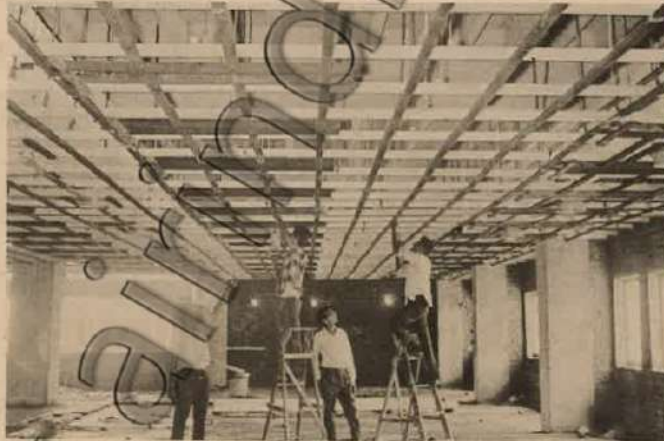
The computer will provide call attention statements when the stock of spare parts approaches minimum required level, detailed analysis of consumption, particulars of value and frequency of consumption, receipts, annual inventory statistics, different listings for accounts purposes, outstanding orders with State/Country-wise breakdowns, summary of items not moved for three years and several other similar details.

The idea is to keep constant check on the inventory and also to rationalise the process of decision making. This is important considering that our present inventory runs to about Rs. 10 crores and will go up considerably when the Boeing 747 arrives.

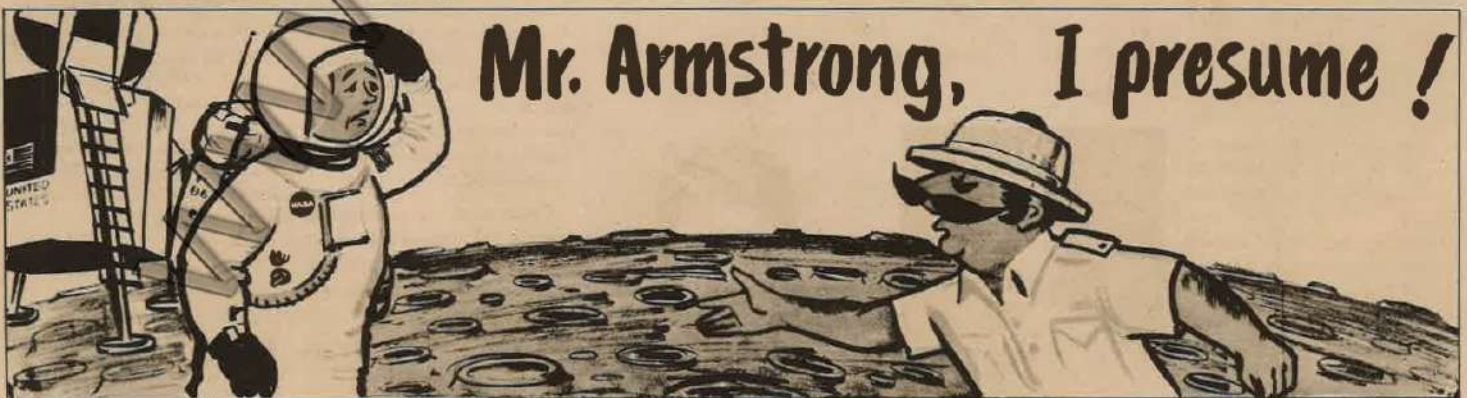


Final Stage

Our City Air Terminal and Administrative Building is now in the final stages of completion. Work in the podium portion of the building and on the various systems—air conditioning, electrical and lifts—is going on simultaneously. The photograph at top left shows the front view of the building with its white Vitrum Mosaic finish. Top right, a dramatic view of the building showing the eastern and southern faces. Since this photograph was taken considerable work has been done on the southern face. Far right, Cast-in-Situ Terrazo flooring being laid on the 20th floor of the building. The work on the other floors has almost been completed. Right, work on the false ceiling framework in progress on a typical floor. Mr. N. I. Kapadia, Works Inspector(L) is seen supervising the work.



At Nariman Point



SECURITY

Insight into new fields

A HIGH degree of professional skill and knowledge is becoming more and more important to airline security men. They must not only keep themselves abreast of the advances in their field but also know what is going on in other allied fields.

Two of Security Superintendents recently found themselves studying two widely different subjects, but both professionally important. Security Superintendent Mr. V. Y. Deshmukh attended a 10-day course on the Disposal of Unexploded Bombs. Mr. Deshmukh, 47, who spent nearly 15 years with the Bombay Police and C. I. D. before joining Air-India, found the course of absorbing interest.

Security Superintendent Mr. R. Srinivasan, 36, attended a three-day Security Conference in Chicago. The Conference discussed a number of subjects from how to deal with civil disorders to credit card frauds and freight security. It was addressed by eminent specialists in various fields.

"The discussion on Employee Thefts was the best", said Mr. Srinivasan.

Mr. R. Srinivasan,
Security Superintendent



FROM DOWN UNDER

An Air-India/Qantas luncheon party was held at the Qantas office Melbourne, to coincide with the recently introduced appointment of Mr. Les Zellner (fifth from left) as Air-India District Sales Manager (India Promotion), based in Melbourne. Travel agents and Qantas personnel attended the luncheon where Indian curries were served. Miss Cynthia Hatton of our Melbourne office is third from left.

Mr. A. F. Pinto, Regional Manager Australasia, bids farewell to Mr. George Allen (R), Airport Manager, Sydney, for the last nine years. Mr. Allen retired after more than 11 years service with Air-India. He was one of the earliest employees in Australia and became known to thousands of travellers at Sydney airport.



Flight Despatch at Tokyo

FROM July 5, 1969, Air-India has started doing its own Flight Despatch at Tokyo, thus ending the contract arrangement with PanAm who had been doing it ever since we began our operations to Tokyo.

The necessary weather data required for preparing flight plans for Tokyo-Hong Kong route is also available in Hong Kong, and the flight plans can be prepared with equal ac-

curacy in Hong Kong.

The success of this type of remote controlled Flight Despatch System depends on the efficiency of communication channels which are extremely good between our offices in Tokyo and Hong Kong. The two offices are not only connected by the telex system but also by the Aeronautical Fixed Telecommunication Network (AFTN) PanAm themselves are doing their Flight Despatch

for Tokyo from their centralised Flight Despatch Office in Hong Kong.

"We have one Senior Flight Operations Officer and two Flight Operations Officers in Hong Kong", said Mr. K. Govindan, our Chief Flight Operations Officer. "Therefore, there is no point in paying \$90 per flight plan, when our boys can do it from Hong Kong. We shall save a lot of money".

Employees' children show promise

SERENA, 17-year-old daughter of Mr. E. Athayde, Senior Security Officer, has won a scholarship to the Chestnut Hill College, Philadelphia, U.S.A. Serena won a double first in the Senior Cambridge examination held in December 1968, and applied to the College for a scholarship on the advice of a friend already there.

"We didn't really expect her to get it", said Mr. Athayde. "It came as a complete surprise".

Serena, whose scholarship is worth \$2,600 a year, will take a four-year Pre-Med course leading to a B.Sc. degree and may later study medicine. By the time this appears in print Serena will be in the States.

ALSO leaving for USA is 21-year old Ashok, son of Mr. N. V. Rao, Senior Accountant. He recently took a degree in Chemical Engineering from the Indian Institute of Technology and is going to the Illinois Institute of Technology

for further studies.

Mr. Rao's younger son Saiprasad, is equally brilliant. In this year's Secondary School Certificate examination he stood 23rd in the entire State of Maharashtra. He is now studying for a degree in Science

Miss Serena Athayde



Saiprasad Rao



OBITUARY

Mr. A. D. Kapadia



A PROMISING career was cut short with the untimely death of Mr. A. D. Kapadia, Manager Fiji, who died suddenly in Fiji on July 18, 1969. He was 44.

Mr. S. K. Kooka, Commercial Director, Mr. Balendu Shah, Commercial Manager-Sales and several officers from the Commercial Department were present at the airport to receive the body on July 20, 1969.

Mr. Kapadia joined Air-India in 1947 soon after graduating (B. Sc.) from the University of Bombay. After serving with the Commercial Department in various capacities for a number of years, he was appointed Charter Superintendent and later Assistant Sales Manager, before being posted as Manager, Fiji, in December 1967.

A considerate officer Mr. Kapadia worked with a quiet efficiency. He was a stickler for detail and brought to his job a methodical mind and a flair for organisation. These qualities endeared him to his colleagues in the Commercial Department, his staff and business contacts in Fiji. The Commercial Department and the Fiji business community will miss him.

We offer our sincere condolences to his bereaved wife Jane and his mother, Mrs. Amy Kapadia.

COUNTDOWN

(Continued from page 1)

ments, although few of those on display have already been selected by some of the major airlines of the world. The manufacturers' representatives present were asked to submit fresh designs with Air-India modifications.

There is no doubt that the Boeing 747 seats will be more comfortable than those installed in the present generation of jets. The seats will incorporate several novel features designed to offer greater comfort and convenience to passengers.

747 SEATS

(Continued from page 1)

first 747 course. It was attended by senior engineers and technical officers who are directly concerned with the planning for the 747.

The course which lasted a week broadly covered the airframe, engines and the various systems of the 747.

"The course was aimed at giving a general technical background on the 747 to them", said Mr. P. G. Gadgil, Principal, Engineering Training Establishment.



GM, CD attend Southall launching party

By Trevor Turner,
London

IT WAS fortunate that during the visit to London of the General Manager and the Commercial Director for the Pool Talks we were able to arrange a party to celebrate the opening of our new office at Southall.

The guests included the Mayor, Senior BOAC officials and many influential clients and friends from the Southall area. They were received by the Air Marshal and Mr. Kooka together with Mr. and Mrs. Dalal and Ravi Saxena, the Manager of our Southall office.

Last month we referred to the absence of summer weather in London. We are pleased to say that the situation has improved since then and we have had quite a spell of hot sunshine, but we have had our share of rain too.

Incidentally, the figures pub-



Mr. R. M. Naik, the new Regional Accounts Manager-UK.

lished recently for last year by the London Weather Centre gave a depressing total of an average of five hours of sunshine a day between May and September.

Talking of sunshine and light all our Airport offices in the North office block at Heathrow have become rather gloomy. They were all lucky enough to have the wide open spaces of the Airport to gaze at through their windows, but now with



Mr. Ashok Vaisa, who has been posted to Tokyo as Assistant Manager.

the erection of the new buildings, in preparation for the Jumbo Jet Age, this view has now disappeared. All they will be able to see in the future will be the office block next door.

We have recently welcomed to London "George" Sekaran who has joined us as Assistant to the Regional Director. We are also happy to welcome R. M. Naik to London as Regional Accounts Manager. He has taken over from Vasant



The New Zealand Test team flew on our service from New York to London at the start of their current English tour. Here they are seen at London Airport.

Heading Picture: An interior view of the new Southall office which was opened recently. Below, the victorious MEA Bowling Team seen with Mr. Merissa, Manager, MEA, London and Mr. Khalid Raft, Air-India Bowling Secretary.



Begore who is returning to India and to whom we send our good wishes.

We have said farewell recently to Adrian Jones who was in our Accounts Department for a number of years. He has left us to join another airline.

Trevor Turner, our U.K. Publicity Manager has recently been elected Chairman of the Publicity Club of London.

team who were invited to come from Beirut for a bowling match.

Six games were played, two were won by us and four by M. E. A. After the match our guests were entertained to dinner and the evening turned out to be a very enjoyable one.

Language

We have mentioned before that the Publicity Department gets a tremendous number of requests for publicity material. These come from all types, ages, nationalities and standards of education. One we received recently was obviously from someone struggling with our language. We know what he wanted.

His short letter read as follows: "Admiring with beauties of your country, with safety and exactness of your planes too, I am free to please you touristic pamphlets of India and the emblem that wear your pilots."

Concorde

In June Londoners had the opportunity to see the Concorde when it flew in the fly-past for the Queen's birthday.

Congratulations to Nari Obra from our Birmingham office on his recent marriage.

Once again, many of our friends and contacts received mangoes from us and as usual these were much appreciated. All of them said how good the fruit was this year.

In June our Airport Bowling Team were host to an M.E.A.

INSIDE USA

Personnel changes in the Region

By M. Chudasama, New York

THIS month, we report important personnel changes in the region which went unreported due to lack of space these past few months.

Mr. William (Bill) Shaw, our longtime Cargo Manager, in the wilds of Kennedy airport, after spending nearly three years at the Park Avenue head office as the Deputy Sales Manager, has once again returned to Cargo. His parting remark was: "It's easier handling fragile freight than fragile tempered passengers—at least it doesn't talk back!"

RAF Officer

Replacing Bill as Deputy Sales Manager is Robert (Bob) Jarred, formerly the Tour Manager. Bob is a decorated officer in the Royal Air Force and, prior to joining Air-India, served with B. O. A. C. in the U. K. and Canada. Currently, he is growing a moustache, which increases his resemblance to our idea of a decorated RAF officer.

Andy Ramani, has replaced Bob Jarred as Tour Manager, after a brief stint as Executive Travel Manager following six years in San Francisco. We are happy to report that he is now back in the harness having

completely recovered from his illness while in India. If anything he looks healthier in the process, having lost two inches round the middle.

Temporarily assisting Andy in the tour department is S.K. Murti, who comes to us via the Grand Circle Travel Agency of New York and T.C.I. in New Delhi.

One-man sales force

Gustave Mize, with us since 1965 as a one-man sales force promoting East European traffic with the title of East European Sales Specialist, has been promoted to Manager, East European Sales. He still constitutes a one-man sales force, but his multi-lingualism (Polish, Russian, Ukrainian and Czech) creates an illusion of a much larger staff.

Ronald Da Silva, who is in his eighth year in this region, has returned to New York in the newly created post of District Sales Manager, after a four year sojourn in the sun in Honolulu as District Sales Manager, Hawaii. Promoted to succeed him in Hawaii is Sudesh Mallick, formerly Senior Sales Representative in the New York District.

Air-India Vancouver sponsored a programme "A Night in India" at the Jericho Tennis Club which was decorated with posters and other Indian material. Some of the 200 guests were wearing what appeared to be Indian costumes. Photograph shows: Mr. John D. C. Droughton (retired) Lt. Commander Royal Canadian Navy, now Prop. Mercury Travels (in Turban), Mr. B. Landstrom, Social Director of Club (in Nehru Jacket and Cap) and Mr. G. S. Singh, our DSM Vancouver (of course in Turban).



Bye Mom, bye Dad, see you in London! Enroute to a vacation with their grandparents—Anne, 4, Diana, 2, and William, 7, wave goodbye to their parents, Mr. and Mrs. Donald Kenney of Passaic, New Jersey. Their parents were due to join them later.



Above, our Mexico office held a cocktail party to commemorate our 7th Anniversary in Mexico. Seen at the party are (L to R) Mr. Jorge T. Mercado, Commercial Manager, Aerolineas Argentinas; Mr. Frank Martin, Sales Manager USA & Canada; Miss Irene Correa, Reservations Agent, Air-India, Mexico; Mr. Javier de la Mora, Regional Manager, TAN Airlines; Mr. Armando Arvizu, ASM, Mexico and Mr. Humberto Borges, Area Sales Manager, VARIG de Mexico. Below, Mr. Armando Arvizu, ASM, Mexico, is seen receiving a Five Year Pin from Mr. Martin.



AS THE Boeing 707 began its descent over the vast sandy wasteland towards Dubai, it was hard to believe that human life could exist in such an inhospitable region. Even the soft moonlight could not quite gloss over the starkness of the landscape.

Suddenly, and somewhat unexpectedly, there were the lights of Dubai below us, a million jewels scattered over the desert, setting the heat haze aglow. The aircraft swept over the city in a wide curving approach, hurtled past the flashing runway lights and we were down. In contrast to the rain-soaked Bombay, which we had left less than three hours earlier, Dubai was hot (88°F at 2.15 A. M.) and dry.

Most visitors on their first visit to Dubai expect to be led through the labyrinth of alleyways, where every house offers the world's finest cameras, wrist watches, tape recorders and electrical appliances at low prices.

As a matter of fact, Dubai is a bustling modern city with good paved roads on which the latest American, Japanese and British cars ply (right hand drive), modern buildings, automatic telephones, air-conditioned shops and super markets where you can buy almost anything.

Dubai is the fastest growing city in the Gulf area. As someone said, it literally grows before your eyes, with new buildings and new roads going up all over the place.

Every city in the world is unlike any other. Despite the cloak of modernity which they wear (and which imposes a cer-

DUBAI DIARY

K. S. Mhatre



A view of the Carlton hotel, Dubai from across the creek. The dhows which have become a symbol of Dubai can be seen at the quayside.

tain dull uniformity over them), cities, like people, retain their individual characteristics.

Dubai is no exception to this. You only have to stand in the lounge of the Carlton Hotel on the edge of the creek (which divides the city) and look below to realise this. You will witness a scene that has remained unchanged for centuries—scores of dhows and ferries being scrubbed, cleaned and loaded.

As David Ledger reported in the Times (London) recently, "Perhaps more than anything the dhow has become the symbol of Dubai. The Arabian Gulf is one of the last refuges of these colourful craft which once ranged from Africa to Indonesia and Dubai has become their last major port. On any day more than 50, their brightly coloured flags waving in the breeze, can be seen plying the blue waters of the creek or tied alongside the quay. It is a gay sight and the craft bear the marks of many ages.

"The eye of ancient Greece and the sign of fish are still painted by superstitious sailors on many bows. Some of the larger ones have built-up poops copied from the Portuguese galleons which sailed the Gulf in the 16th century. Others, slim and rakish, boast powerful diesel engines".

There is something disconcerting about the desert landscape until you get used to it. The desert makes its presence felt wherever you go in Dubai. The whole country is blanketed with sand and roads are like black ribbons stretched on it. The slightest breeze sends clouds of sand swirling through the streets and in summer, when the whole city is like a furnace, sand storms are common.

There are no trees and no greenery to relieve the eye be-

cause there is little or no rainfall. Drinking water for the city is pumped from wells in the interior. Incidentally, water and houses are the two most expensive things in Dubai.

Dubai with an area of 1,500 square miles has a population of about 60,000, almost all of which is concentrated in the city itself. Of this only about 25 per cent are native Dubaians the rest being Indians, Pakistanis, Northern Arabs and Europeans. No wonder it is said that Dubai has become a home for exiles from many lands.

Dubai is one of the seven Trucial States along the Gulf coast. It is ruled by Shaikh Rashid Bin Said Al Maktum, who is regarded as one of the shrewdest of Gulf rulers. Unlike some of the other Gulf States Dubai had no oil revenue until this year and its development has largely been

based on trade through its flourishing port. It is generally believed that this could not have been achieved without the enlightened policies of the ruler.

Now a deep-water port is being built at the mouth of the creek. Scheduled for completion in 1973, Port Rashid will have 15 berths which will make it the largest port in the Middle East. It will be a free port and is intended to serve all the members of the Federation of the Arab Emirates.

Dubai already has an international airport which is served by 11 carriers, including Air-India and BOAC. Nearly 50,000 passengers pass through the airport a year. A new Air Terminal designed to handle jumbo jets is to be built at the airport. Thus Dubai seems set fair to become the commercial capital of the Gulf area.

Air-India's Manager in Dubai is 44-year-old Mr. S. Srinivasan, who was Assistant Manager, Madras, before his present assignment. This is his first posting, having spent his entire career with Air-India in Madras. A graduate of Madras University, he joined Air-India in 1947 as a Junior Traffic Assistant, became the District Sales Manager in 1954 and Assistant Manager in 1961.

With this background, combined with his genial and friendly nature, Mr. Srinivasan has had little difficulty in making himself, and Air-India, known in Dubai.

He thinks himself lucky to have got the opportunity to open a new station and does not mind the tough conditions a bit. He has already made a host of friends. "Wherever I have gone I have met nothing but friendliness and co-operation", he said.

Capt. B. N. Kapadia, who commanded our first flight through Dubai on July 2, 1969, seen in conversation with Mr. R. B. G. Trembath, MBE, Airport Manager, Dubai International Airport.



At a cocktail party given by Mr. R. Venkataraman, RM-ME at Hotel Al Bustan (before the start of our service through Dubai) are (L to R) Mr. C. W. Dewell, GM, DNATA, Mr. Venkataraman, Mr. J. L. Bullard, Political Agent, Mr. S. Srinivasan, Manager, Dubai, Mr. Kodumal L. Ramchandani, Secy. Indian Association, and Mr. G. A. Poppen, Indian Trade Agent.





50 years of
world airline
cooperation

This year marks the 50th anniversary of world airline co-operation, since it was in 1919 that the original IATA was founded; the organisation meeting of the International Air Traffic Association took place in The Hague on August 25, 1919, and the agreement creating the Association was signed there three days later on August 28. IATA developed from a regional grouping to an association covering the whole world. IATA's present activities are too wellknown to need repetition here. We, therefore, print extracts from the book "IATA—The First Three Decades", compiled by Mr. S. Ralph Cohen, which looks back on the early years of IATA.

IATA : THE EARLY YEARS

THE year 1919 is the first year of air transport in more ways than one. During its span, both domestic and international air services had their start on a regular basis; the idea of association among operators was broached and realised; and the first international convention regulating air navigation and setting up a permanent agency for its administration was signed.

Domestic and international services seem to have begun almost simultaneously. Operations within Germany began on February 5, when the Deutsche Luft Reederei began regular flights between Berlin and Weimar. The French, who had experimented in 1918 with an overwater connection between Nice and Ajaccio, were projecting a series of domestic routes radiating from Paris, and on February 8, the Farman company sent their "acrobats" Goliath on a commercial flight from Paris to London with a payload of eleven passengers and their luggage. Five days later, the same plane essayed the flight from Paris to Brussels; apparently the latter route was considered to have the greater possibilities and a regular weekly service was inaugurated on March 22.

Commercial Flights

In Britain, commercial flights from London to Paris were staged simultaneously by Aircraft Transport & Travel, Ltd., and Handley Page Air Transport, Ltd., on July 13. A week later, a Handley Page commercial plane flew from London to Brussels—the pilot at the controls was, thirty years later, to be Lord Douglas of Kirtleside, Chairman of British European Airways. The London-Paris route was tried again by both companies on August 25 and the service to Paris became regularly established. In the following month, the London-Brussels link was made permanent.

The ferment of flying was felt elsewhere. Across the

Atlantic, short lines were breaking out in a mild rash. U. S. Post Office airmail services were being flown from Washington to New York and onward to Cleveland and Chicago; by the end of the flying season, there had been links between Seattle and Victoria, B. C., Miami and the Bahamas, Key West and Havana, New York, Atlantic City and other nearby resorts, and between New Orleans and Pilotown at the mouth of the Mississippi.

IATA is Founded

In the midst of it all—on August 25—the organisation meeting of IATA was called together in The Hague. There is a certain significance to the fact that the IATA meeting opened on the same day that Aircraft Transport & Travel inaugurated its London-Paris service, for they were linked by the personality of George Holt Thomas, who was then president of the company and who issued the invitations to the IATA meeting.

Twelve men participated in the session as representatives of six companies, of which two had commenced operations, three others were only just organised, and one in the process of formation.

The sum total of air transport experience in the industry's first year was the flying of perhaps 1,000,000 aircraft kilometres (621,400 miles) and the carrying of about 3,500 passengers, 47,000 kilograms (103,616 lbs.) of cargo and 178 kilograms (392 lbs.) of mail.

From so limited a traffic experience, it would have been difficult for the founders of IATA to make detailed preparations for the future. They knew, however, that a science which had developed as rapidly as had aeronautics during the war was capable of progressively greater development in peace.

Having satisfied themselves of the necessity of an interna-

tional organisation, the operators then considered the form it should take. The debate was long, for it took up the greater part of that first three day session. It was also more momentous than they could then realize, for their resolution was soon to be tested in Europe and the entry of the United States into the world air transport pattern many years later was to make a great issue of the choice between commercial cartel and free association.

Choice Clear

There is no record of the debate, but the choice was clear: IATA was to be a free union of interested companies. It would not attempt to establish monopolies of the services its members offered or to divide continents or hemispheres into spheres of influence.

The IATA compact was therefore but a short agreement. It had but few rules: that the meetings could be called by a one-third vote of the membership; that the agreement could be altered by a two-thirds vote; that other companies could join with the majority endorsement of the existing membership; that any company could withdraw on a year's notice; that there would be a Central Office; and that the agreement must be ratified

by the directors of the companies concerned.

Agreement

Signed on August 28, 1919, the IATA agreement gave its members a means for comparing notes and adjusting relationships. It was also, one suspects, a source of mutual moral support in the face of difficulties which were anticipated, but not entirely known. Its members were bound to nothing but co-operation for mutual advantage and its rules were left deliberately few and flexible in order to meet situations as they developed. There were only two limitations, that IATA was non-political—and that its members were to be entirely autonomous.

Beyond this, there were no stipulations as to what IATA could or could not do, and beyond certain prescriptions as to voting, no directions as to how things should be done.

The first matters to come before IATA meetings were commercial ones, having to do with the business relationships between airlines themselves. In 1919 and 1920, the association was busied mainly with working out schedules, conditions of carriage, and procedures and documents for the settlement of accounts between companies.

IATA work soon acquired a new dimension, however, for

the airlines brought to it questions which concerned their relationships with third parties—the public, governments, other forms of transport, the insurance companies and the like. Airmail and carriers' liability were early on the IATA agenda and have been permanent fixtures ever since. They were followed in quick succession by such matters as insurance, dealings with agencies, timetables and combined air-rail transport.

Experimental

There was not much technical work for the association to do during its first decade, for operations were still heavily experimental and highly individual. But in the other fields of IATA activity—the perfecting of international traffic, legal and financial arrangements—an immense pioneering task was accomplished.

From 1919 to 1929, IATA was the agency through which the airlines hammered out their own ideas of the measures which were necessary to make international air transport feasible and efficient, and by which they laboured to persuade the rest of society to adopt them. For all that their operations at the time were small, comparatively simple and spo-

(Continued on page 8)

DEVELOPMENT OF CIVIL AIR TRANSPORT AIRCRAFT 1919 — 1969

| Year | Aircraft Type | Maximum Number of Seats | Take-off weight (lbs) | Cruising Speed (m.p.h.) |
|------|--------------------------|-------------------------|-----------------------|-------------------------|
| 1919 | Junkers F 13 | 4 | 3,850 | 85 |
| 1929 | Ford 5 AT | 14 | 13,500 | 120 |
| 1939 | DC 3 | 28 | 25,200 | 180 |
| 1949 | Boeing 377 Stratocruiser | 60 | 145,800 | 300 |
| 1959 | Boeing 707 320 | 144 | 311,000 | 545 |
| 1969 | DC-8-60 | 257 | 353,000 | 555 |
| 1969 | Boeing 747 | 490 | 713,000 | 585 |

(Representative transport aircraft in service at ten year intervals during the first fifty years of World Airline Cooperation)

VIENNA

Fashion Show

THE Vienna Intercontinental Hotel was the scene of a glittering Fashion Show sponsored by Air-India recently. The Show which presented the traditional Indian costumes was attended by over 350 guests representing the elite of Vienna.

The Show coincided with the current interest and popularity

of fashions in Western Europe based on Indian designs and fabrics. Its aim also was to create interest in India's tourist attractions. The attractively printed programme for the evening carried a typical Inclusive Tour Itinerary. The Show was widely publicised on TV, in newsreels and in the local newspapers.



Left, at the Fashion Show are Mr. S. Ghosh, ASM, Vienna, Mr. V. G. Trivedi, Indian Ambassador to Austria and Mrs. Trivedi. Above, Dresses made from Indian silk modelled by Austrian girls. Below centre, Sari from Bengal. Right, the traditional Indian sari.



IATA: THE EARLY YEARS

(Continued from page 7)

radic. It was during this period that the airlines laid the groundwork of international air transport as it exists today.

Conditions of carriage

It was not difficult, at the start, to settle upon conditions of carriage and similar arrangements for the infant industry and agreements on these matters were reached in the first year. Air transport was not cheap then, and the carriers were forced, in the conditions of carriage, to put strict limitations on what could be expected of them, but the disruption of rail service gave a premium value to air service.

While mail appeared in the earliest airline manifests, however, it was not there as a matter of course. Mail transport was in 1919 a monopoly of the railways and the steamships, who enjoyed close relations with their national post offices, and through them with the Universal Postal Union. The airlines were upstarts; and what crumbs they could pick up from the main table were thrown to them indulgently by their own post offices. Most vexing of all, where mail was sent by air, the post offices charged the public a special surtax.

IATA's first airmail assignment was thus to help the airlines establish some right to be assigned the mail on a regular basis. Lacking a completely co-ordinated network and still new and insecure in their status with such established organisations as the Universal Postal Union, the airlines were forced to make their first approaches individually through their own government. IATA was used, therefore, as the forum in which they debated and arrived at a common position. At the same time, they found a staunch ally in the International Chamber of Commerce, which was quick to realize the value of airmail service and which gave them channels of communication with UPU and other groups until they could construct their own.

In preparing to carry passengers and cargo, the airlines were faced with conditions almost as chaotic as those which prevailed in the postal field. While national laws and practices varied widely, it was an essential principle of transport law everywhere that the sale of transport space by a carrier to a customer constituted a contract between them which must have clear and well-defined terms.

financed terms.

For the average customers, this contract—compressed into the small print on the back of a ticket or illegibly placarded on an office wall—might well not exist. Most of the time, the carrier need not worry about it. But in the event of mishap, it is the controlling factor in fixing the liability of the carrier to the customer, determining under what conditions it can be considered culpable for loss, and setting limits to the amount of compensation which can be exacted. These conditions, in turn, have a natural effect on the insurance premiums and reserve requirements which the carrier must meet. They become particularly important when the journey or shipment involved takes space on two or more carriers, for if their conditions of contract differ, enormous and costly complications can arise.

Contract

One of IATA's first tasks, therefore, was to bring some semblance of order into the conditions of contract—generally called the conditions of carriage for passengers and goods, constituting two separate documents. They were comparatively easy to draft in 1919, on a limited and entirely empirical basis, but as the airline network expanded and the mishaps inevitable in a

form of transport occurred, it became increasingly urgent that there be as complete an international understanding as possible as to both principles and details. The key issue was that of liability.

This was not easy to resolve, for it required the reconciliation of different codes of law—the Anglo-Saxon, the French, the Dutch, German and other codes all differed in their view of the carrier's position. It was also necessary to reconcile two viewpoints on the amount of liability to be imposed upon a new form of transport.

The men who, as representatives of their companies, made up IATA were generally more interested in the commercial, rather than the technical aspects of operation. They could not, however, entirely disregard them. As unfamiliar as they may have been with this side of operations, they soon realized that economics as well as considerations of safety and comfort were involved and began an early and continuous discussion of their common technical problems.

In the first and simpler days of the industry, it was possible to discuss technical matters in general meeting and to arrive at common ideas, with or without specific action. Items so treated included meteorological reporting, night flying problems, wireless telegraphy, per-

sonnel licensing, fog problems and the like.

Connections

Like standardization, coordination was a word which was destined to be heard early and often in IATA. No single airline could cover all of Europe and in order to make the fullest possible use of air transport, the traveller and shipper of goods required a reasonably certain knowledge of quick and convenient connections. At the same time, both reliability and weight capacity of the airlines had their limitations, and it was necessary to arrive at some arrangements whereby grounded loads, or baggage too heavy to fly, could be put on the international railways in good time and under proper conditions.

Services were at the mercy of government as well as of wind and weather. Some of them, in return for the subsidies they granted to their airlines, reserved the right to prescribe when and where they would fly, often without reference to actual traffic conditions.

In addition, the First World War had introduced Daylight Saving Time to the world, but had left each country with its own ideas as to when time changes would be made.

For some time, a kind of

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NEWS ROUND-UP

Retirements

FRIENDS and colleagues of Mr. A. Castelino, Chargehand, in the Piston Engine Overhaul Shop gave him a big farewell party when he retired from the Corporation after 22 years of service.

Present at the party were Mr. D.P. Nimkar, Engineering Manager (Overhaul), Deputy Engineering Managers Mr. Joe Sequira, Mr. Jal Wadia and Mr. M.S. Balasubramanian and other senior engineers from the overhaul shops.

TALKING of retirements, when Senior Accountant Mr. R. K. Modi, retired he was given a farewell party by the Air Corporations Employees Co-operative Bank. Mr. Modi was a founder-member of the Bank, its first Secretary and later the President. He also served as a nominated member for some time.

Work

Both Mr. A. S. Banavalikar, Personnel Manager and Mr. P. G. Karkhanis, President of the Bank, praised the work done by Mr. Modi for the Bank which has become a model co-operative institution in Air-India.

Below left, Mr. R. K. Modi, Senior Accountant, speaking at a farewell party given in his honour by the ACEC Bank. Seen in the photograph are Mr. A. S. Banavalikar, Personnel Manager, Mr. P. G. Karkhanis, President of the Bank, Mr. R. Vidyasagar, Nominated Member and Mr. S. K. Sabnis, Hon. Secretary. Below right, staff of the Piston Engine Overhaul Shop photographed outside their shop after the farewell party to Mr. A. Castelino, Chargehand.



Mr. R. Jomadar, Mauritius Minister of Education and Cultural Affairs, crowning the winner in the Beauty Queen Contest sponsored by Air-India.

Beauty Contest

THE judges at the recent Beauty Queen Contest held in Mauritius* faced a tough task in choosing the winner from amongst a bevy of the Island's most beautiful girls.

The Contest was organised by Air-India in co-operation with the Central Youth House, a Government-sponsored body which consists of Youth Clubs all over the country.

Mr. R. Jomadar, Minister of Education and Cultural Affairs was the Chief Guest on the occasion and presented the crown to the winner.

Mrs. K. Seegobin, wife of our Sales Officer, gave away the prizes.



MR. V.R. Ganesan, 27-year-old Senior Clerk at the Commercial Headquarters, knows now what it feels like to be first time lucky. He won the first prize in Litquiz Competition in Bombay. Prize, Rs.22,000.

Well he didn't quite get all that money; he shared it with 18 other winners. Nevertheless, he is happy and plans to continue sending entries for the Litquiz Competition.

Paris PROs

MR. R. Robins, our Public Relations Manager, France, has been chosen as the Chairman of the working group formed by the Public Relations Officers of various airlines based in Paris. This is the fourth successive year that he has been chosen to head the group. He was presented with a wine jar by the group to mark the occasion.

The group meets regularly to discuss their mutual problems. From time to time, they invite a leading personality, usually from the Press, to address them over a luncheon.

Early Years

(Continued from page 8)

co-ordination of schedules was achieved by purely informal means, both inside and outside IATA. In the earlier meetings, members discussed their seasonal time-tables with each other and were able to make informal adjustments on the spot.

The industry which was born in 1919 was, at best, a puny one. Air transport's unprecedented character, its constant need for better facilities, more efficient equipment and the like have kept it from the kind of profits necessary to attract investment. It has been forced to find its own way through the complex arrangements of a world ill prepared by precedent to welcome it.

To a very large extent, the salvation of international transport has been its early recognition that the problems of all airlines are inter-related and that those obstacles too great for the individual to surmount can be eliminated by joint effort.

IATA's great importance, therefore, lies in the fact that it has been the vehicle of that joint effort. As such, it has served, rather than controlled. It has admitted no politics, raised no bars and lowered no curtains. Its processes have been directed, and successfully so, to ward making air transport better, more reliable and more available to all.

IF IATA has any significance outside its own field, it may lie in the demonstration that good will, mutual understanding and patience, and devotion to a common end can overcome other international problems as well.



SPORTS NEWS

CRICKET

Impressive Debut in Nairobi

THE Air-India cricket team led by Test Cricketer Vijay Manjrekar (who is our Sports Officer) made an impressive debut in Nairobi last month. The tour lasted a week during which they played two matches against the local sides.

The team began the tour with a three-day match against the Suleman Virjee Indian Gymkhana, which was drawn. The SVIG team won the toss, but sent in our team to bat. They were all out for 336. The outstanding feature of the innings was a stylish 139 scored by Vijay Manjrekar who delighted the large crowd with his stroke-play. He featured in three partnerships with R.D. Manjrekar, Nitin Shirodkar and V. G. Mordekar, who remained unbeaten with 39.

The SVIG team replied with 421 for nine declared. For the Air-India side R.M. Koli took four wickets for 126 and T. K. Raisinghani three for 111.

In the second innings, the Air-India team scored 169 for nine declared. Vijay Manjrekar was again the top scorer with 43.

The concluding minutes of the game were enlivened by the

home side's bid for victory. Set a target of 86 runs in 45 minutes, they raced against the clock and nearly won the match. They scored 80 runs for three wickets before the stumps were drawn. Nitin Shirodkar took all three wickets.

The second match of the tour was played at Nakuru about 110 miles from Nairobi against the Rift Valley Sports Club. The one-day match was won by the Air-India side.

Put in to bat after losing the toss, the Air-India team scored 135 runs. R. D. Manjrekar scored 55. The Rift Valley Sports Club were all out for 76.

Nitin Shirodkar bowled extremely well in this match, and took four wickets for 31 runs. Raisinghani took three for 35.

The visit of our team aroused considerable interest in Nairobi judging by the wide spread press publicity. Weeks before the team was due to arrive newspapers carried news reports and short background of each player. Vijay Manjrekar, of course, was the star attraction and his profile appeared in all the newspapers. All in all the tour was a great success.



Our cricket team photographed at Santa Cruz airport before flying Nairobi.

INTER-DEPARTMENTAL TOURNAMENTS

Prize Distribution

WINNERS of the various sports events in the Inter-Departmental Tournaments received their prizes at a simple function in the staff canteen at Santa Cruz on June 26, 1969. Mr. Jimmy Jameson, Deputy Commissioner of Police, and one of the well-known sports personalities in Bombay, was the Chief Guest. Mrs. Jameson distributed the prizes.

Among those present were

Mr. S.K. Nanda, Chief Personnel Manager, and Mr. A. S. Banavalikar, Personnel Manager and Chairman of the Sports Control Committee.

The Sports Control Committee could hardly have made a happier choice of a Chief Guest. Mr. Jameson has spent a life-time in sports, first as an active athlete and hockey player back in the 'Thirties and later working with various

sports associations in the City and the State. Mr. Banavalikar who introduced Mr. Jameson, recalled that he met Mr. Jameson more than 30 years ago. He said he was happy that Mr. Jameson had consented to be the Chief Guest at the staff function.

Mr. Jameson thanked Air-India for inviting him and

(Continued on page 11)

GOLF

Air-India Trophy

IN THIS year's Annual Golf Championship in Mauritius, the Air-India Cup for the Ladies Handicap event was won by Mrs. A. Edgerley.

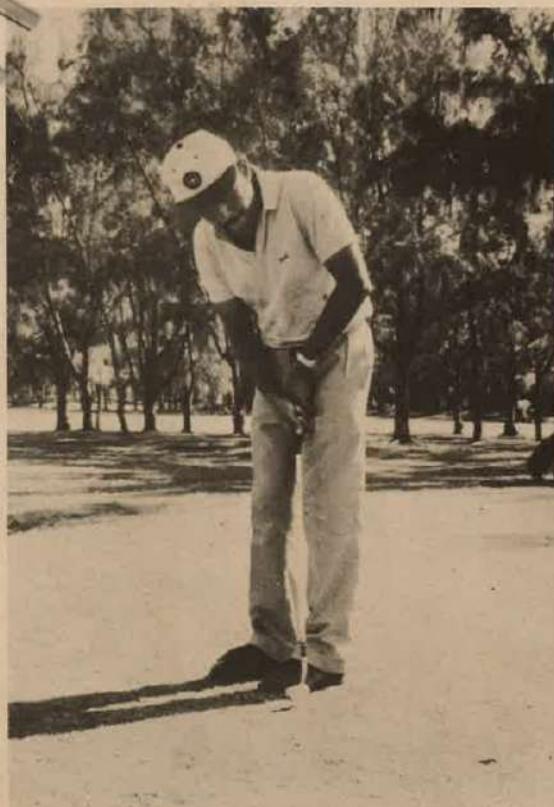
Air-India was represented in the Tournament by Captain D. Bose, who put up a fine performance despite the tough course and the fact that this was the first time he had played in an open instead of a handicap competition.

Captain Bose said that the

Le Morne Brabant Golf course presented quite a challenge and he would like to represent Air-India again next year.

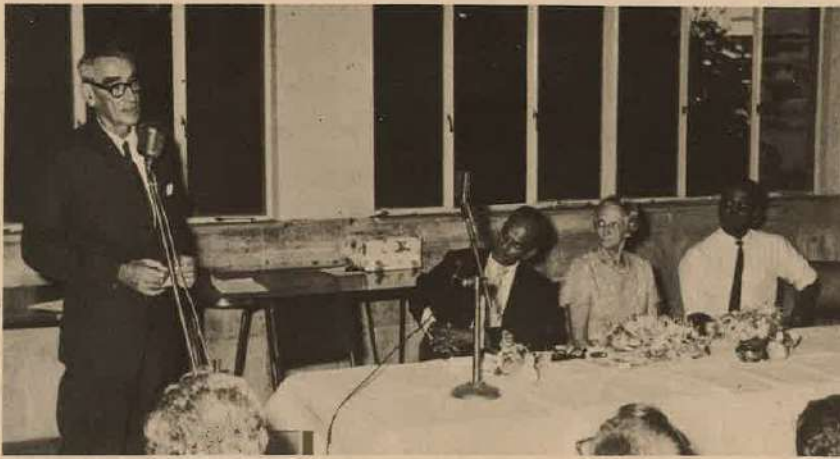
The Men's Open Stroke Play was won by Captain C. Waugh of East African who also returned the best individual performance. Captain M. Mounier, leader of the EAA team, won the Inter-Airline Competition, while Bill Sherwood of BOAC was the runner-up.

Left: Capt. D. Bose, presenting the ladies Handicap Championship Air-India Trophy to Mrs. A. Edgerley. Mr. P. B. Dhar, Manager, Mauritius is in the background (with dark glasses). Below, Capt. Bose playing in the Championship.



The Fiji Rugby Union Football Team, which visited Sydney recently, disembarking at Sydney from our aircraft.





Mr. Jimmy Jameson, Deputy Police Commissioner, speaking at the Inter-Departmental Tournaments Prize Distribution function. Others seen in the photograph are (L to R) Mr. A.S. Banavalikar, Personnel Manager, Mrs. Jameson and Mr. Vijay Manjrekar, Sports Officer.

Prize Distribution

(Continued from page 10)

Mrs. Jameson for the function. He congratulated the winners and encouraged those who had lost with these words: It is not winning, but taking part in competitive sports that matters."

Mr. Jameson deplored the state of sport in India today. He was particularly distressed over India's defeat in the Olympic. He was critical of the way players were being selected for international tournaments.

The only hopeful glimmer on the sports horizon, according to Mr. Jameson, was the en-

couragement being given to sportsmen by the business houses in India. They have taken over from the old Maharajahs and the big Zamindars. This is a new and healthy trend in India. He said he was happy that Air-India was holding internal sports competitions, which do so much to foster the love of sports. After his speech, Mr. S. Guruswami proposed a vote of thanks.

Later that evening, Mr. and Mrs. Jameson were the guests of honour at a dinner given by the Sports Control Committee.

IATA AGM in Amsterdam

THE 25th Annual General Meeting of the International Air Transport Association, is to be held in Amsterdam from October 20 to 23, 1969.

The meeting will take place in the RAI International Congress Centre in Amsterdam.

KLM Royal Dutch Airlines will host the 300 senior executives from more than 100 members airlines expected to attend the meeting in Amsterdam. Most of the delegations to the 25th AGM will be headed by airline chairmen or presidents.

Accredited observers from international organisations associated with transport and travel will also attend the sessions.

President

Dr. Gerrit van der Wal, President of KLM, will take over as President of IATA at the Opening Plenary Session on October 20, 1969, from Professor Gerhard Holtje, Chief Executive of Lufthansa. Dr. van der Wal will chair the four-day meeting.

The 25th AGM will hear reports from IATA's Executive Committee and five Standing Committees—Financial, Legal, Medical, Technical and Traffic Advisory.

The Director General will also present his Annual Report which will contain a section on the State of the industry.

Other work of the AGM will include the approval of the Association's budget, the election of Executive Committee members and the confirmation of other committee appointments.



1. Glinden (1 yr. 6 mths.) grand son of G. P. Fernandes, C.O.D.,
2. Samir (1 yr. 9 mths.) and Sachin (10 months), sons of Mrs. Rosa S. Sule, Security, 3. Ajay (8 months), son of V. S. Sonariker, Poona Office, 4. Arun (7 months), son of G. S. Khandekar, PPD, 5. Kiran (1 yr.), son of A. Sawant, ACEC Bank Manager, 6. Sushama and Geeta, daughters of R.R. Sawant, Prod. Planning, 7. Neelam (11 mths.), daughter of Phiroze D. J. Patel, Engg. 8. Amy, daughter of Frey and Hoshi Merchant, Booking Office.





Photo News



Mr. E. R. Prabhakar (formerly E. L. Phillips), Executive Director, Marketing, Carborundum Universal Limited, flew on our service on July 15, 1969, to Paris to take up an assignment with UNESCO. Mr. Prabhakar is a former All India record holder in 100 Metres. He represented India in the World Olympics in 1948. He is seen here at Bombay Airport with Mr. Kopal (L) of our Passenger Relations Unit.



Mrs. Sundari Rama Watumull, who owns a chain of stores and the Rama Watumull Foundation in Hawaii, seen with her children at Tokyo airport before boarding our Boeing 707 for Hong Kong.



Above, Kenya's First High Commissioner designate to India, Mr. Leo P. Odera (centre) arrived in New Delhi on July 11, 1969 by an Air-India Boeing 707. He was received by Mr. Prithi Singh, Chief of Protocol, Ministry of External Affairs (second from right) and other Government Officials. Below, A fourteen member Trade Mission from the New Zealand Manufacturers' Federation flew into Kai Tak airport from Tokyo enroute to Jakarta. The mission was on a goodwill tour of South East Asian countries.



Thirty-three girls and three teachers of Abbotsleigh School, Wahroonga, photographed at Sydney airport before leaving for a nine-day geography tour of Fiji.



The well-known Indian film star and dancer, Vijayanthimala, with her husband Dr. Bali photographed at Santa Cruz Airport before leaving for Moscow. With them is Mr. G. S. Chugani, our Sales Officer (left).

