



# Magic Carpet

MARCH 1978

## THE LAST PAGE



Over 46 years of service.

J.R.D. Tata, Air-India's Chairman, inaugurated India's first air service on October 15, 1932, piloting this two passenger De Havilland "Puss Moth" from Karachi to Bombay. Tata Airlines, founded by Mr. Tata, renamed AIR-INDIA in 1946, now operates a fleet of Boeing 747's and 707's serving five continents.

**The De Havilland Puss Moth DH180A**  
 Wing Span: 38 ft. 9 in.  
 Length: 18 ft.  
 Cruise: 110 mph  
 Gross Weight: 2 passengers

### Message to Mr J. R. D. Tata

**J**T is with a heavy heart that we in Air-India send you this message on you, relinquishing the chairmanship of the great airline which you founded almost half-a-century ago. Most of us in the Corporation belong to a later generation. We came into the airline long after its pioneering days, when it was already an established and winning concern, nationalised, owned by the Government, somewhat impersonalised, and widely dispersed in its operations. Only a handful of us were privileged to share in the joys and sorrows of those early days, in your sense of pride, your achievements, and your excitement when you created the airline which we today are proud to call "AIR-INDIA".

All great men, it is said, leave behind them foot-prints on the sands of Time. And backtracking on those foot-prints of yours, our thoughts turn with nostalgia to the days gone by; they dwell, in particular, on that exciting October dawn of 1932 when a young man with the spirit of adventure in his blood, with ebullience in his heart, soared joyfully into the air in his tiny Puss Moth. He took off from Karachi with his precious cargo of mail on his inaugural flight to Bombay. That young man was destined to be a great man, to rule a vast industrial empire. But aviation and the airline he had founded when he landed his tiny craft on the mudflats of Juhu remained his first love.

You, Mr Tata, signify everything to us that is dedication, loyalty and single-minded devotion to a cause: involved in every phase of

Air-India's operations, staunch defender of the ubiquitous maharajah (even when "the little fellow" was on many an occasion criticised), constant in your endeavour to have the latest and most sophisticated equipment for the airline, invariably a stylist — be it the interior decor of a new 747 or the length of a hostess's hair — you were unswerving in your attention to detail, in your pursuit of excellence. And from those humble beginnings, as Air-India's fleet grew, as our country's flag-carrier expanded and developed to operate over five continents, you nurtured and cherished it over the years with imagination and foresight.

As you yourself said a little over fifteen years ago: "The international airline business is still the love of my life. Because I was present at the birth of Air-India, I feel a little like a mother who can't realise her baby has grown up." Yes, Mr Tata, babies grow up and one day leave the family fold. But the indelible stamp of your personality, your love and your affection will forever remain.

And so the time has come to say "au revoir". As we turn the last page of the Tata Saga, we will undoubtedly find some consolation in the thought that what we in Air-India did under your stewardship was worth doing, that we set our standards high, that we held our heads up erect both in success and in adversity — and that no one can ever compel us to part with our memories of you. Thank you, Mr Tata. May God be with you.



# Dear Mem Lan

Mr Tata with colleagues when the first Constellation landed at Bombay Airport in 1948.



Mr Tata adjusting seat-belt before take-off.



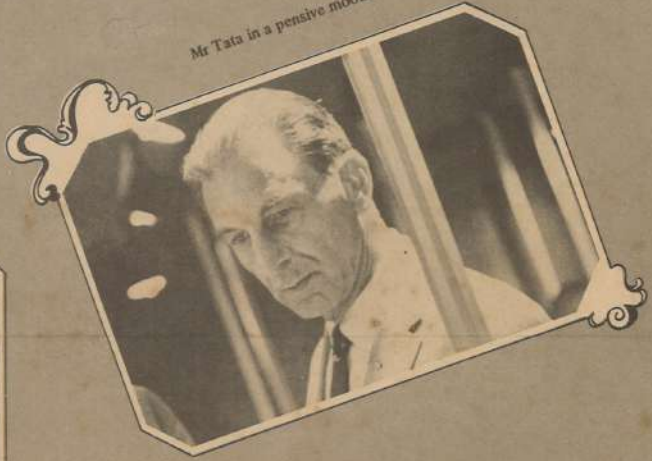
Mr Tata with distinguished visitors from Britain. Lady Douglas is to Mr Tata's right.



Mr Tata at Jaipur, in



Mr Tata in a pensive mood.



When Air-India celebrated its 30th Anniversary, Sir Frederick Tymms and Lady Tymms visited India to be with the Tatas on their "moments of glory".



Mr Tata honours India and the I



Mr & Mrs J.R.I. reception





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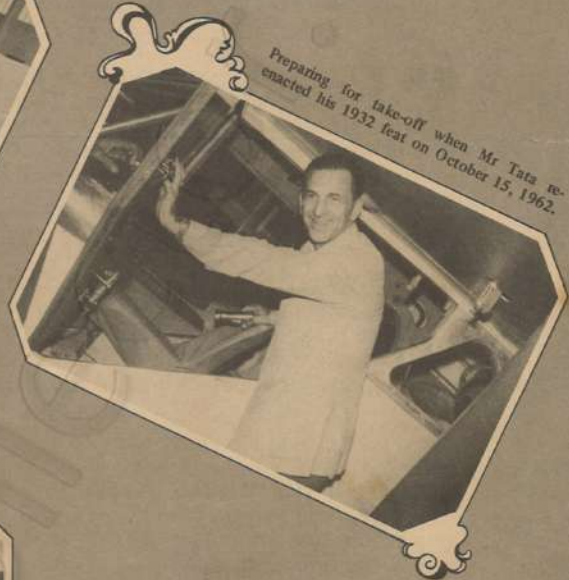
by the Govt. of  
an Air Force in  
6.



Tata at a public  
Bombay.



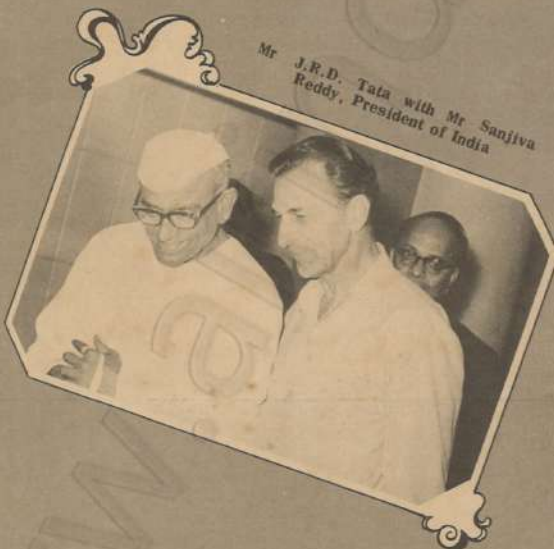
Proud of his airline and of his country,  
Mr Tata admires the symbols on the tail.



Preparing for take-off when Mr Tata re-  
enacted his 1932 feat on October 15, 1962.



Chief Two Eagles and his family  
greet Big Chief Tata and his wife  
on arrival of Air-India's New York  
inaugural service in 1960.



Mr J.R.D. Tata with Mr Sanjiva  
Reddy, President of India



Mr Tata - a friend of the young and old.





# Mr Tata Speaks

“THIS airline was built with the toil and the courage of all those who created a monument in our skies. There is no looking back, our country will grow from strength to strength, India's flag shall ever fly to countries and to peoples new. To the men and women who have worked hard and well through the long years, there is the satisfaction that goes with a task well done.”

“I WANT that the passengers who travel do not have occasion to complain. I want to establish that there is no airline which is better liked by passengers, that is safer and more punctual, where the food and the service is better and which sets a better image than Air-India. One thing that we must never, never do is to accept second best in any job that anybody else does for you. Always aim at perfection and be satisfied only with excellence.”

“OUR MEMORIES are also full of the joys of achievement, of doing the best job we could in the most exciting business in the world, using the most beautiful and glamorous equipment in the world, of which this great gleaming ship (the Boeing 747) is the latest.”

“SOME friends say one reason for my continued interest in Air-India is the good-looking hostesses. I'd call this only a slight exaggeration.”

“THE task ahead of us is an endless one; there is still much red tape to cut, road blocks to be smashed, and a thousand obstructions placed in the way of constructive action to be broken through. The stakes are high, but the rewards will also be high not only in the shape of great material benefits to our country but also in playing our part in bringing the peoples of many countries, including our own, together in friendship and in peace.”

“I BESEECH you that when I am no more, and those of you who will still be there, always remember this, the airline must never, never be allowed to be anything but the best. In doing so, we will not only ensure our own development, growth and progress but prosperity of our own people.”

“IN ADDITION to serving our own interests, serving the airline, serving the country, we shall be true to the memory of those who have passed on in building up this airline.”

