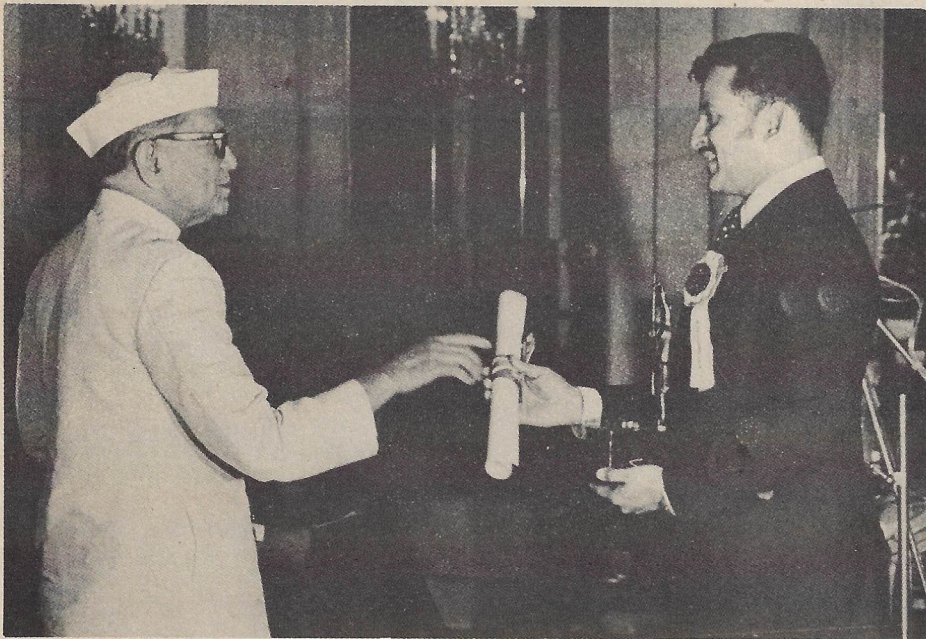


# Magic Carpet

VOL. 20, NO. 6

JUNE 1976

## HONOUR FOR AIR-INDIA



WHEN the President honoured outstanding sportsmen in the country recently, Flight Purser Avinash Sarang was one of those chosen for the Arjuna Award. His greatest feat was when he successfully swam the English Channel from France to England in 16 hours 15 minutes in August 1974. He is the fifth Indian to have done so and the first to have succeeded in his first attempt.

Thirty-year-old Avinash appeared in the national scene when he won the 100 metres butterfly-stroke championship in 1968. He represented India in the India/Ceylon waterpolo matches and was a member of the Indian team which won the silver medal in waterpolo at the Asian Games in 1970.

Before he took up the challenge of crossing the Channel, Avinash went about swimming long-distances

with single-minded determination, winning almost every long-distance swimming event in the country. In the past nine years no other Indian has equalled Avinash's record. Eight years ago he won the 12-mile race in the Narbada river in three hours two minutes and then went on to win the Veer Savarkar 15-mile race between Chorwad and Verawal in Gujarat State in 7 hours 32 minutes. He has also crossed the 21-mile Palk Strait.

In 1973 he swam across the Bombay harbour from Dharamtar to Bombay, a distance of 28 miles in 8 hours 20 minutes and within a month followed it up by winning the 20-mile race between Versova and Chowpatty in Bombay in 11 hours 27 minutes. He is the first recipient of the Maharashtra State Chhatrapati Award for outstanding performance in swimming. □

CAPTAIN V.N. SHIRODKAR laid aside his flying gloves and hung his headset in the Boeing 707 cockpit for the last time when he brought in flight AI-126 from Delhi to Bombay on April 29, 1976. The flight ended his 34-year flying career in Air-India.

With him on his last flight was his son, Capt Anil Shirodkar, who joined Air-India in February 1976, and who is currently under training as a Boeing 707 First Officer.

Capt Shirodkar walked down the step-ladder to be warmly greeted by Mr K.G. Appusamy, Deputy Managing Director; Capt C.R.S. Rao, Operations Manager (Training); Capt S.F. Peddar, Operations Manager (Headquarters); other senior officers of the Corporation and a party of Bombay journalists.

In an informal chat with journalists at the Centaur, Capt Shirodkar said that he had had a satisfying career in Air-India and was "proud and happy" on the eve of his retirement. Asked about his most memorable flight, Capt Shirodkar said, "I would say the flight from Rome to Bombay carrying His Holiness Pope Paul VI".

Two other flights would clearly remain in his memory, he said — though for different reasons — both in mid-'50s. One was a VIP flight between Bangkok and Delhi when he and the Senior Commander with him, who was under check, were both temporarily disabled by food poisoning and the co-pilot was in command of the aircraft.

"I would look into the cockpit to see that everything was all right between frequent visits to the toilet", said Capt Shirodkar. "Fortunately for us, a smart hostess produced Entero-vioform tablets which put both myself and Capt C.R.S. Rao, who is right here with me, back into our seats before arrival in Delhi.

The second was a scheduled flight between London and Geneva. "We hit a severe thunderstorm which almost blew our tail off. We were

## Flying Farewell

two hours overdue in Geneva where an emergency had been declared, but I managed to land the aeroplane safely".

It took two days to repair the plane. Grateful passengers who had seen the extensive damage to the tail on landing, thanked Capt Shirodkar profusely for his skill and decided to stay in Geneva until the plane was repaired; they refused to take any other flight.

At a farewell party hosted by the flight crew and other staff of the Operations Department in the canteen hall at Santa Cruz on April 28, 1976, Mr K.K. Unni, Managing Director who was the Chief Guest, paid fulsome

tributes to Capt Shirodkar. He said that the number of flight crew present showed the 'esteem and respect in which he is held'. His career spanned the growth of Air-India.

Mr Unni added that Capt Shirodkar had been training pilots in Air-India for a long time and has left his stamp on the airline. He was the most "unruffled and unperturbed" man he had met, said Mr Unni. "He was always relaxed whether in command of an aircraft or outside it. I think the credit for this goes to Mrs Shirodkar".

Mr Unni said that he had flown a number of times with Capt Shirodkar

but he will never forget the flight when he accompanied His Holiness the Pope. "Despite the technical halt which we had to make at Beirut, we arrived in Bombay on the dot. There were millions of people crowding the airport but Capt Shirodkar brought the aircraft down safely".

In his reply, Capt Shirodkar said that he was absolutely overwhelmed by the affection shown to him. Looking back over his long career in the airline, he said that he joined when the airline was 10 years old and there were only 14 pilots. "We flew single-engined aircraft all over the country".

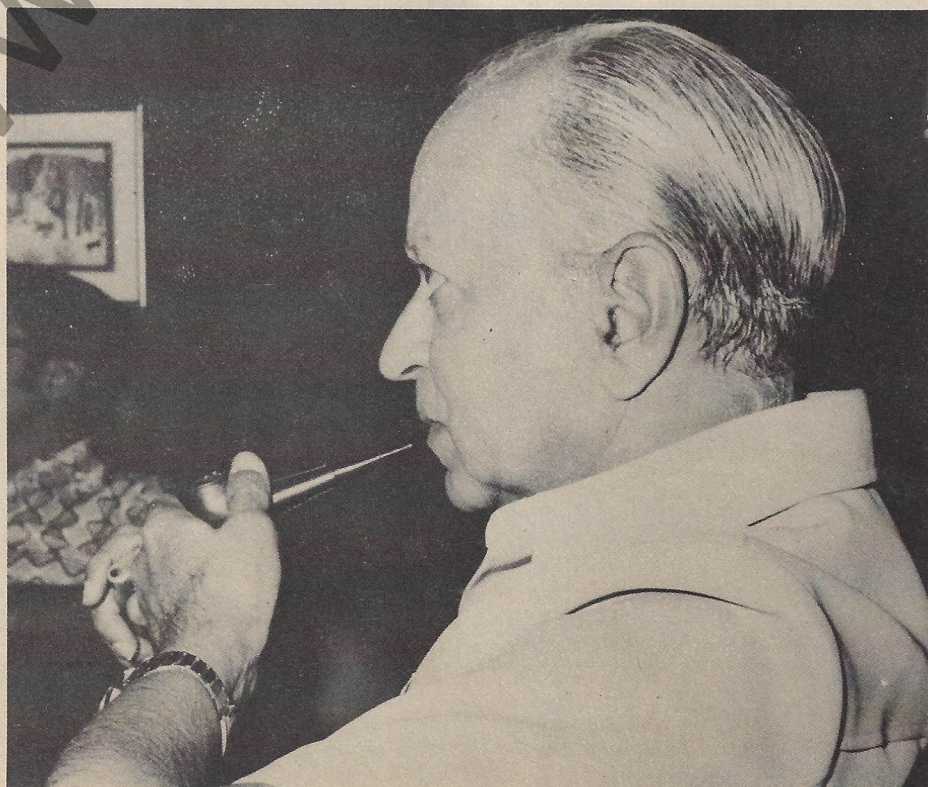
He paid a tribute to the Chairman's vision in building up Air-India and said that he had enjoyed every minute of his career with the airline. When he took over as Director of Operations, he regarded it as a challenge which "I have met to the best of my ability". He was proud that his relations with other departments, like Commercial and Engineering, were friendly.

### A flying finish

Earlier Capt M.R. Mistry spoke on behalf of the pilot community in Air-India. As the longest serving line pilot, he said, he had been associated with Capt Shirodkar practically from the beginning. His greatest quality was that he created confidence in the cockpit. He spent all his career in the cockpit — till the last day. And to have remained medically fit, flying jets till almost the last moment, remains something of a record.

On behalf of the navigators Mr T. N. Nayak also paid tribute to Capt Shirodkar. Mr J. Gopalakrishnaiah presented a silver salver to Capt Shirodkar on behalf of the Indian Flight Engineers Association.

Captain Shirodkar was also given farewell parties by the departmental heads and officers of the Operations Department. □





## Labour Relations Committee

A wide ranging discussion on the various staff welfare proposals took place during the 12th meeting of the Labour Relations Committee on April 29, 1976. Mr P. V. Gole, Director of Personnel and Industrial Relations, assured the Committee members that the management was doing everything possible to improve welfare amenities for the staff.

The review of the minutes of the two previous LRC meetings was marked by a prolonged discussion on the rise of tea/coffee tariff from 15 paise to 20 paise in the first floor canteen at the Technical Building. It was decided that the Restaurant Advisory Committee should review the whole question in consultation with Mr S.K. Nanda, Chief Personnel Manager, and Mr K. A. Sapat, Industrial Relations Manager.

The subject of canteen facilities in the new 747 hangar also came up for discussion. Mr J.P.D. Tata, who had raised this point in earlier meetings, conceded that improvements had been done in the canteen. But the problem of ventilation still remained because the windows faced the kitchen. Mr V.N. Herekar, Deputy Director of Engineering, said that problem is being looked into and things should improve in the near future.

Most of the elected members suggested that the main canteen should also be kept open in the evenings for the benefit of staff working on shifts in such sections as telex, computer and transport, because the 747 hangar canteen is not available to them. In any case the hangar canteen is small and is meant exclusively for the Maintenance staff. Mr Nanda promised to review the whole situation in the light of suggestions made by members.

The question of providing a mobile canteen for the Traffic staff working in Cargo and at the New Terminal Building was discussed. Mr D.P. Nimkar, Controller, Ground

Handling, said that although the van was ready, he did not have drivers. He would need at least four drivers exclusively for operating the van. The LRC members, therefore, suggested that this requirement should be taken up with the Management so that the canteen can start functioning as soon as possible.

Mr Hegiste was critical of the security arrangements made at the airport. He felt that undue responsibility was being thrust upon Traffic staff for ensuring security of Corporation's property. He suggested that the whole security arrangements at the airport needed to be looked into. Mr Gole promised to consult the Chief Security and Vigilance Manager about this.

All the elected members were concerned at the delay in distribution of service pins and suggested that the pins should be handed by the departmental or divisional head on the day a staff completes his 10, 15 or 20 years service. Both Mr Nanda and Mr P.D. Baliwala, Controller of Stores and Purchases, agreed that it was necessary to distribute the pins promptly and steps have been taken to do this.

Citing a number of cases where staff have died outside the Corporation's premises on their way to work, and therefore received no accident benefits, Mr Fernandes argued that it was necessary to institute personal accident insurance for the benefit of the staff. The Personnel Department has been asked to examine the proposal.

During the lunch interval, all members joined in felicitating Mr Baliwala who was due to retire from the Corporation in mid-May. Mr Baliwala had been associated with the LRC for several years and members expressed their appreciation of his work.

Tributes were also paid to Mr Balendu Shah, Deputy Commercial Director, who was also associated with the LRC for many years and who is now posted to Hong Kong as Regional Director.

## When Fingers Itch

WHEN the famous British cartoonist, Frank Langford, was invited by UK Sales Representative, David Buse, to attend a lunch at the Potters Bar Rotary Club to finalise arrangements for a 'Rotary in India' tour scheduled for October, he did not know what to do with his fingers. He decided to draw a cartoon and presented it to David as a souvenir. We reproduce it below. The tour will enable Rotarians to see what the Rotary World Community Service has done to tackle some of the problems in India. They will visit cattle breeding areas, see some of the rigs for the Bihar scheme and share a simple nutritional meal with ninety children under eleven who have previously had no education. We anticipate that this will prove to be a popular and interesting tour and that many Rotarians from throughout the UK will participate.



## Calcutta Journal

ON March 24, all our representatives met in Calcutta for the Eastern India Sales Conference. As an observer one was given the elated impression that by the end of the next financial year we would have enough money to pay a double bonus to every one, if our sales boys realize the revenues they anticipate. But Sales does not imply only passengers. A word of praise to B.K. Ghosh and his team who have constantly been increasing their Cargo Revenue and is still pressing the Commercial Manager-Cargo for more sub-charters and 13-Pallets to clear the Cargo Complex.

Congratulations to Ashok Sonpal from Traffic and his wife Madhavi on the recent addition to the family — a bonny son. Our felicitations also to Jugal Naskar from Catering/Cabin Service who recently completed 30 years with Air-India. Naskar was beaming with gratitude when he received a personal letter from Mr N.H. Dastur.

In addition to the newly-recruited Traffic Assistants for the Reservations and Traffic Offices, we welcome Saumish Roy who has joined the Calcutta Sales Force on transfer from Bombay Reservations.

We were delighted to meet Bauke Knottnerus again, our Station Manager in Amsterdam, and a Group of Dutch Travel Agents, who spent a few hours with us at Calcutta Airport. During the transit time the Group visited the India Tourism Development Corporation's new 5-star "AIRPORT HOTEL" and candidly conveyed their appreciation to Mr J. P.S. Ahluwalia, the Hotel's Manager.

The Airline Operators Committee held their Annual General Meeting at the close of the financial year and the Airport Manager, Air-India was re-elected Chairman for the year 1976-77, the second year in succession, with Indian Airlines holding the Vice-Chairmanship. Mr H.D. Billimoria, who is the current Chairman of the International Airlines Board in Calcutta, also attended the meeting as a guest.

## SILVER JUBILEE

In April 1951, two young engineers invested every penny they had and set up a modest aircraft overhaul and maintenance organisation. Air Works India, together with its two founding fathers, B.G. and P.S. Menon, celebrated its silver jubilee recently.

Air Works not only maintains aircraft of private owners and different non-scheduled operators, but also those owned by many state governments. Today, its Skymaster (DC-4) is used for exporting live stocks, fresh meat, vegetables, fruits and plants to the Gulf area. Air Works has been operating many subcharter flights for Air-India and Magic Carpet sends the two pioneers its congratulations.

## RANDOM JOTTINGS

### By Swinging Mind

WHAT impressions you have gained in flight, asks a reader, why for always you are writing about people on ground?

Well, I have little experience of commercial flying. I have juddered in helicopters, been catapulted off the deck of an aircraft-carrier, scraped the tops of the jagged peaks of Ladakh, and landed in microscopic airstrips in Assam. But the first time I flew Air-India (or any international airline for that matter) was just about eight months ago. Of the four carriers I have flown in during that period, the in-flight service of Air-India was undoubtedly the best. Courteous IFS's, efficient pursers and (except for one snooty beauty I recently met) universally charming hostesses.

I never bumped into Fali Shroff who has just retired as possibly the oldest cabin crew member in the world (though I'm told that some US airlines have stewardesses so ancient that they have to be helped off the aircraft by solicitous passengers!).

Tact, they say, was never Fali's strong point. Many years ago, when his Captain instructed him to eject a stowaway, Fali took him literally — thus giving rise to the legend that Air-India employed ex-wrestlers to deal with recalcitrant passengers!

Be that as it may, I personally am not inclined to believe the story

that Fali never filed a report against a defaulting junior, and that one clout behind the ear sufficed to jog junior's memory sufficiently for him to recite the Training Manual backwards. But perhaps that is why his son, Kersey, an assistant flight purser, is so adept at the 'bump', exhibiting his prowess at a Fali Farewell organised at Juhu last month by the Cabin Crew Association.

Truly a resounding success. Spirits run high, the music wakes up residents of Versova and brings inquisitive fish to the surface, compères L. Charles (an AI triple blue in football, hockey and athletics) and Pesi Mahuwala lose control of the dancing crowd mesmerised by disc jockeys Kotwal and Indorewala, juniormost hostess present Anita Lindo presents Fali with a purse, Laurie Noronha rises to great heights with a wit-laced speech, Capt Raj Bhatia takes time off from flying 747's to swivel his partner on a postage stamp-sized newspaper and win first prize, and Ram makes appropriate pronouncements on the mike. Mr Nari Dastur is also there but, being cornered by office-bearers Lazar and Silveira on the subject of future wage settlements, diplomatically consults his watch and pleads a forthcoming engagement (he takes off for Geneva at 0030 hours).

Colleen is elegant in skintight slacks, and Lily Wonghdi, who hails from Garhwal, makes no secret of revealing her exuberance ("why should I climb mountains when I can fly over them?"). Masih Shah, sister Selma and Bhushan Sabharwal efficiently dispense fragrant 'pullao', courtesy Chefair. Altogether a swinging evening spent in the company of those who spend the maximum time with passengers — but this time they let their hair down as the moon goes up.

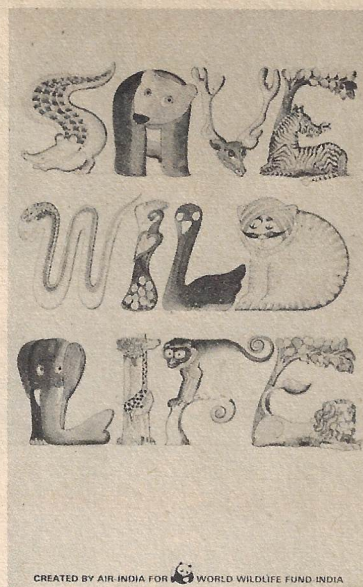
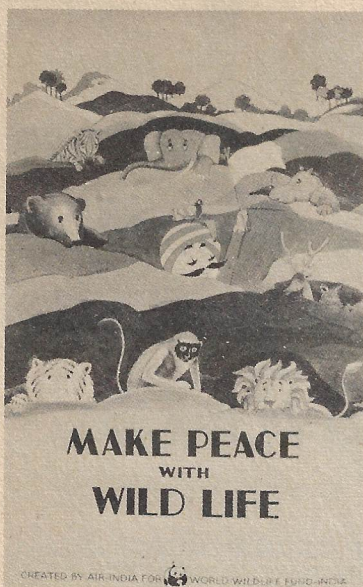
Shall end these jottings with a true in-flight story of Mr PRK (now in the Commercial Department, he insists on anonymity in anticipation of possible reprisals from irate wife). Super-Constellation Bangkok-Tokyo night flight. Cabin lights dimmed. Passengers dozing. PRK wanders aft to swap yarns with purser and Beautiful Chinese Hostess (BCH). Reads her palm. Girlish screams of delight. PRK returns to seat, then goes to toilet. Door jams. Panic. Presses alarm bell. BCH appears in a huff to open door. Why do you disturb passengers? Can't open door! Come on, I'll show you how to open door. Both enter, lock door, door jams again. More panic. Alarm bell pressed again. Wrathful purser opens door, takes one dirty look at PRK and BCH inside and indignantly slams door shut.

Bangkok, Tokyo. A long long Tale of Two Sitties!

—J.R.M.



# OUR NEW POSTERS



## PICTURE PARADE



### An Air Link

EARLY this year our Marketing Research team was sent to Seychelles where they explored the tourist market potential. At a reception hosted by Mr N.L.Mital, Regional Manager-Africa, the President designate Mr Jimmy Mancham, said that Air-India's presence in the Seychelles was an act of recognition of the entrepreneurial potential of the country. He added, "an air link with India is long overdue". Seychelles will gain its independence on June 20, 1976.

The reception was held to mark the appointment of Seychelles Inter-

national Travel Agency (SITA) as Air-India's GSA for Seychelles. The function was attended by Mr A.Rene, Prime Minister designate of Seychelles, leading ministers, travel agents and distinguished citizens. Photograph shows (L to R) Mr Philippe H. Jumeau, Proprietor, SITA and our GSA for Seychelles, Mr N. Gopala Rao, Assistant Planning Manager, Mr A. Rene, Prime Minister designate, Mrs D. Khushrookhan, Marketing Research Officer, Mr Jimmy Mancham, President designate for Seychelles, Mr C. Chetty, Minister of Finance and Mr N.L. Mital, RM-Africa.

## Devotion to Duty

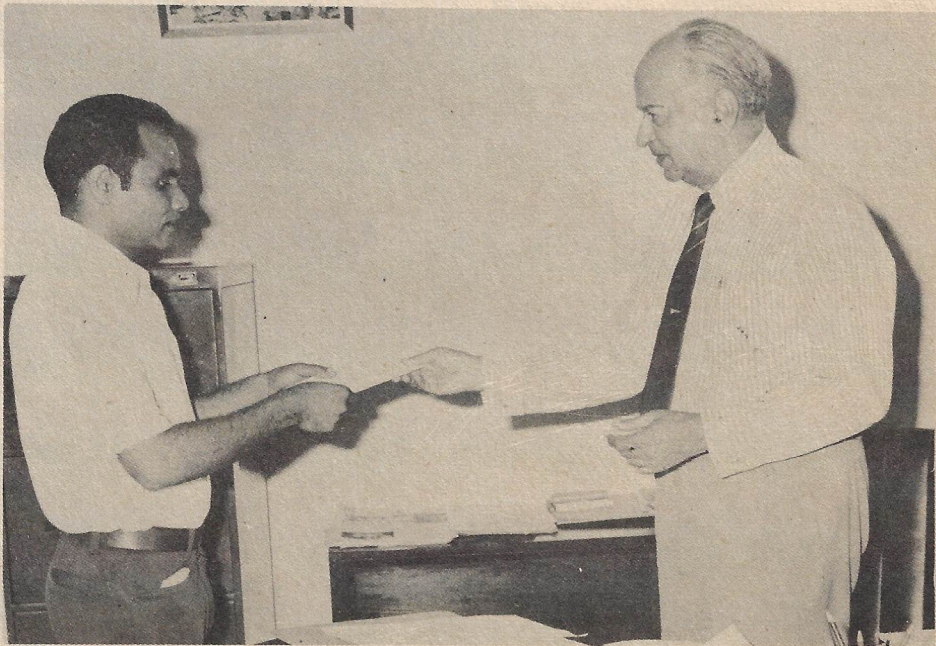


MR N.H. Dastur, our Deputy Managing Director (Commercial), in a letter of appreciation to Mr D. Mathurlal, Sweeper in the Catering/Cabin Service Division, said, "I was extremely pleased to learn about your sense of honesty in handing over the five gold and diamond rings, which you discovered while attending Garuda flight No. GA-892 of January 20, 1976, to the Cabin Crew."

Later at a function, while presenting a cash award of Rs 200/- on behalf of the Management, Mr Dastur re-

marked, "This award is not a measure of your honesty. It is a token of our gratitude," and to an ageing father who had accompanied the son, Mr Dastur said, "I am sure you are proud of having such a worthy and honest son."

The simple presentation ceremony was attended, among others, by Mr P.V. Gole, Director of Personnel and Industrial Relations; Mr Balendu Shah, Deputy Commercial Director and Mr E.P. D'Silva, Commercial Manager - Administration.



ON January 21, 1976 J.D. Meher, a Peon in the Operations Department, found a bundle of currency notes valued at Rs 520/- near the Time Office Building at Santa Cruz. He promptly handed over the money to the Security Officer on duty. At a function, Capt V.N. Shirodkar,

Director of Operations, presented Rs 101/- to Meher and remarked: "I am extremely pleased at your sense of integrity, honesty and exemplary behaviour. I express on behalf of the Management our sincere appreciation of your conduct."

### Meeting the PM

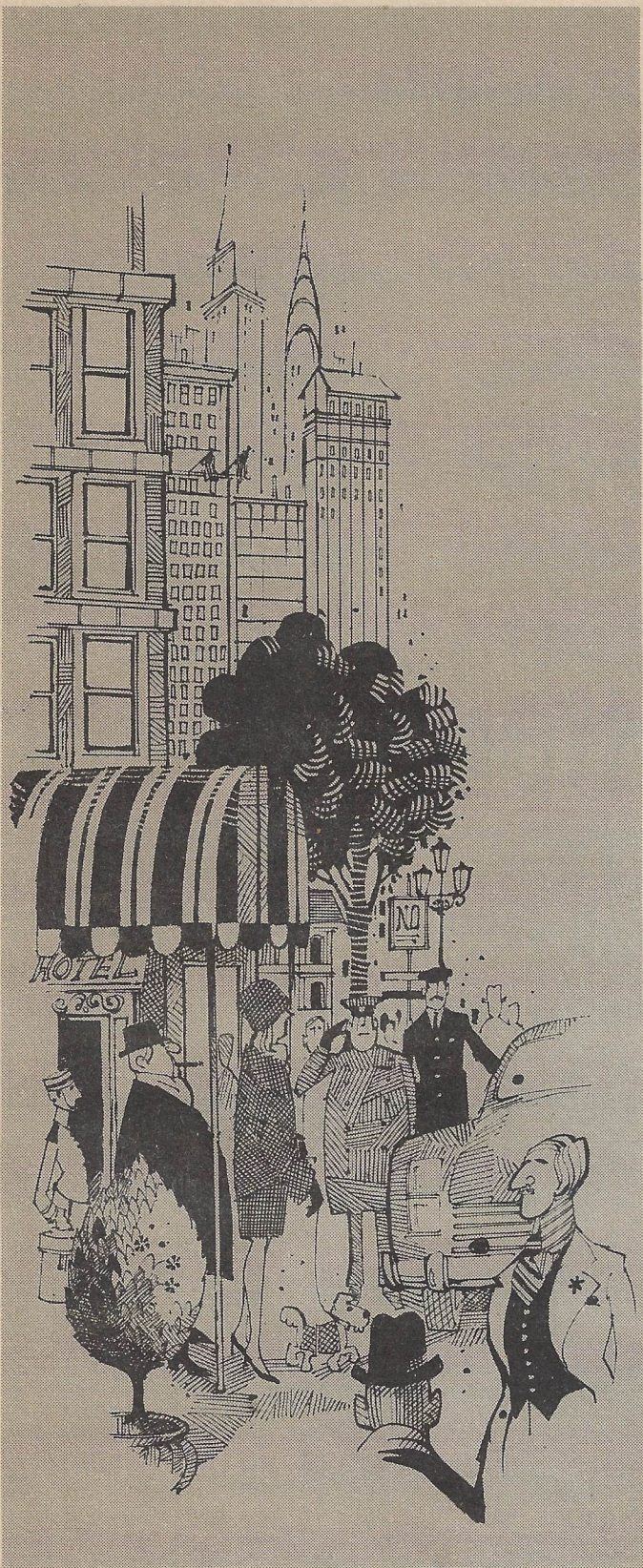
On a recent visit to Mauritius, Mr N.H. Dastur, Dy Managing Director (Commercial), and Mrs Dastur were felicitated by the travel trade press. At a party hosted in his honour, he met the Prime Minister of

Mauritius, Sir Seewoosagur Ramgoolam. Picture above shows (l to r): Sir Seewoosagur Ramgoolam, Mr M.K. Zutshi, Manager-Mauritius, Malagasy & Reunion, Mr Dastur and Mrs Dastur.



Mr Adi Katgara, Director of ASTA and Managing Director of TCI, made an audio-visual presentation at Hotel Plaza in Madrid recently, which was attended by about 150 persons including the ambassadors of India and Indonesia. The conference was attended by a large number of the Spanish travel trade press. Picture above shows (l to r): Mrs M.C. Olmeda, wife of Air-India's Area Sales Manager; Mr Adi Katgara, Mrs J. Katgara, H.E. Mr V.M.M. Nair, Ambassador of India in Spain and Mrs Nair, Mr P. Olmeda, ASM - Spain & N.W. Africa.





# New York

## BIZARRE AND BEAUTIFUL

By M. Chudasama

**T**HIS is not a sightseeing guide or a current events calendar for our visiting colleagues to New York City. The first is extremely well covered by guide books and other informative material distributed by the Federal, State and City governments. Current events in New York are a fast changing affair and best checked after arrival in the local media, particularly magazines and newspapers.

This is one transplanted New Yorker's view of the City, backed by sixteen years of experience -- mostly exciting, sometimes existential and occasionally bizarre and maddening.

Unlike other large cities of its size, London or Paris, or Tokyo, it is not the capital of the country, although it once was briefly. It is also a relatively young city.

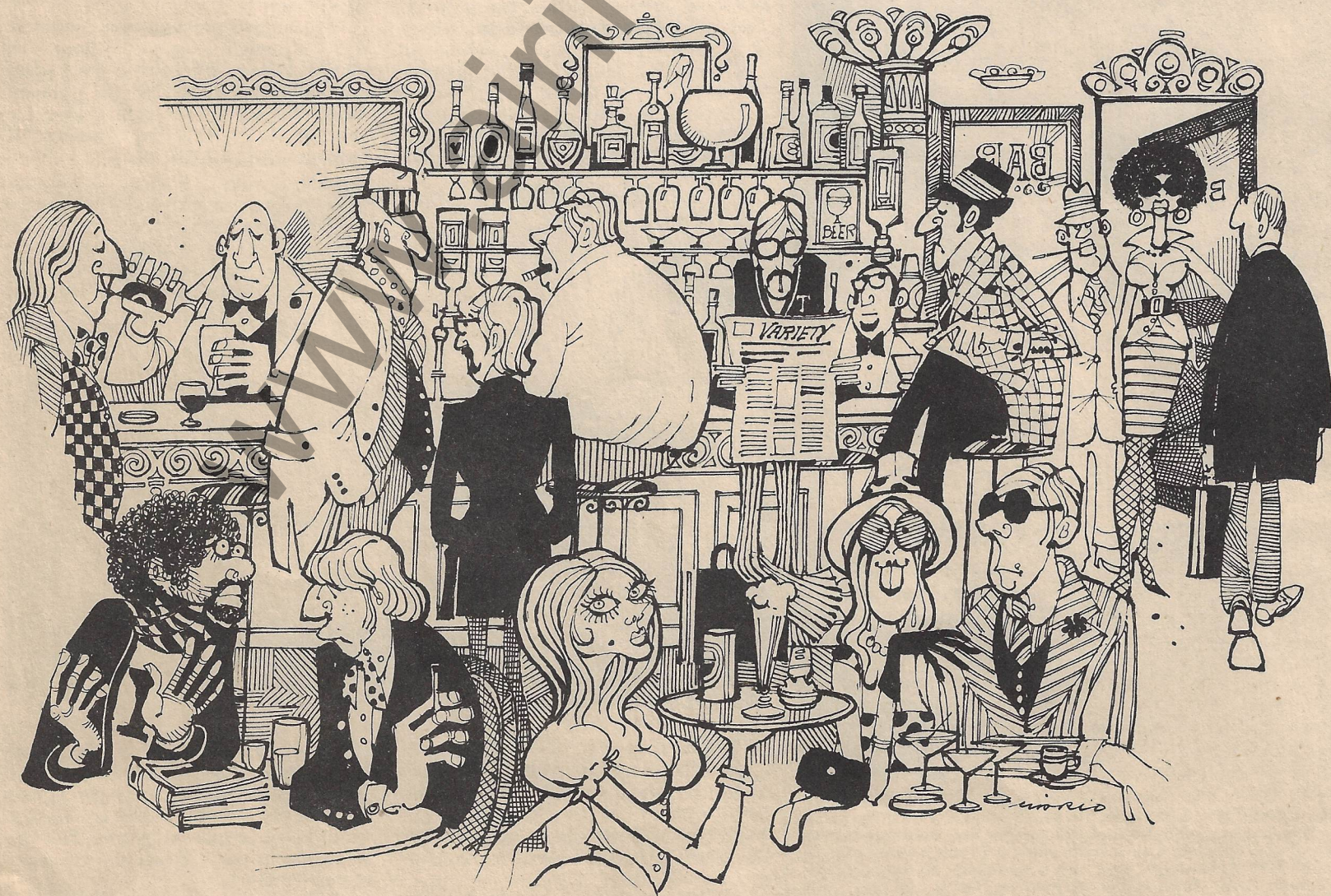
New York resembles Bombay in many respects. It is essentially an island for, when most people think of New York, it is Manhattan island they have in mind. Like Bombay, it is the financial and cultural capital of the country, and for the compulsive achievers who want to reach the top in any field outside of national government, New York is the proving

ground. So like Bombay, it is cosmopolitan in national terms, and New Yorkers, nine out of ten, are in fact immigrants from other parts of the country. Add to this melting pot a generous number of over achievers from other countries to understand the energy, the drive and surface rudeness of New Yorkers.

It is the people of New York that are its most distinguishing feature. Also the most maligned. Understanding this special breed could make the difference between an enjoyable experience and an infuriating one.

The most frequent accusation is that New Yorkers are rude. Usually, it starts with one's first cab ride. The New York cabbie does not consider it his job to open the door,

unless the customer is handicapped. In a bus, no one gets up to give the ladies seats. Pregnant women are an exception. Two enterprising young women while did well selling stockings while produce a proper bulge. Perhaps they failed because it made them look like they were in a tough even for the real McCoy. The door open at a bus stop like a department store is commended. One foreigner's acquaintance was held in the door for several minutes by a veteran New Yorker decided to lighten him on the mores of the city and told him to let go. This is not considered a reward for ordinary service. It is merely a defensive measure against an unpleasant experience in



**“** New York respects. It is when most people think of Manhattan island, Bombay, it is the capital of the country for compulsive achievers in any field outside of national government. New York is

In New York terms, these are properly rude acts -- these are manifestations of a sense of entitlement, getting one's job done with a minimum of wasted time and effort. Politeness is considered a nuisance for people with time to kill. Where to go. If a visitor holds the door open all day for business -- a friend who has been having forgotten to wear a hat and asked a fast walking New Yorker if he could tell him the way. Without a break in stride, he tells the visitor a dime (ten cents) on going.

Behind the facade of a fast-paced city, however, lurks a gregarious, frequently a self-confessing schizophrenic population. This schizophrenic population, which perhaps explains the behavior of psychiatrists, and ana-





visibly  
gentleman  
a seat.  
ception.  
n for a  
ings to  
umably  
e going  
. Hold-  
y place  
not res-  
itor of  
ng the  
efore a  
to en-  
he city  
ping is  
extra-  
adatory,  
o avoid  
e future.

thrive during both inflations and recessions, is best met in bars and cocktail parties, of which there are many. Talking to strangers in the streets is discouraged, but over a martini or two or more, a visitor is deluged with questions and information, including intimate details. If you begin to suspect you are a cheap substitute for the analyst's couch, you are probably right, but it is considered cricket to unburden yourself too.

For openers, always remember that the weather in New York has endless possibilities. For one, its always changing and generally unpredictable. The television weathermen hold a position somewhat similar to the ancient Greek diviners and India's astrologers. Their forecasts,

**sembles Bombay in many  
essentially an island for,  
ple think of New York, it is  
and they have in mind. Like  
the financial and cultural  
untry, and for the compul-  
who want to reach the top  
ide of national government,  
e proving ground.** ”

are not  
e mani-  
ity and  
a mini-  
t. Mere  
er only  
and no-  
ants to  
t's his  
s visit-  
watch  
ew Yor-  
e time.  
ave the  
nd kept

with all the modern mumbo jumbo, with satellite photos of cloud formations, depressions and highs, have about the same batting average in accurate predictions. With the sure instincts of the tipster, they also offer odds on the chance of rain, and the superstitious citizens can be seen with an umbrella on a clear day, because it presumably wards off the predicted precipitation.

An understanding of "neighbourhoods" of the city is nearly as critical as the behaviour of the New Yorkers, and quite as contradictory. This cosmopolitan metropolis in reality is a series of small villages, locally called neighbourhoods, connected by avenues above ground and subways underground. Wall Street district refers to a large section at the south end of Manhattan, not the

street itself, and it is a fiefdom of the financial folk and their key retainers, the lawyers. The Lower East Side used to be exclusively Jewish immigrant, now mixed with Spanish speaking Puerto Ricans. The main street there is called Orchard Street and for the bargain hunter interested in clothing and things, it is a point of pilgrimage. Close by is Chinatown, which is what its name implies, and by far the best place to eat a variety of Chinese food at reasonable prices. Bordering it is Little Italy, which overlaps the Chinese neighbourhood and the bohemian quarter, now called SoHo, both good for the small restaurants with great ambiance, moderately priced. Greenwich Village is no village but a mixture of University types and bourgeoisie bohemians centered around Washington Square Park, with lots of excellent restaurants and bars and flourishing off-Broadway theatres, where the "natives" and the "tourists" walk around to stare at each other. And so it goes.

### “Tourist”

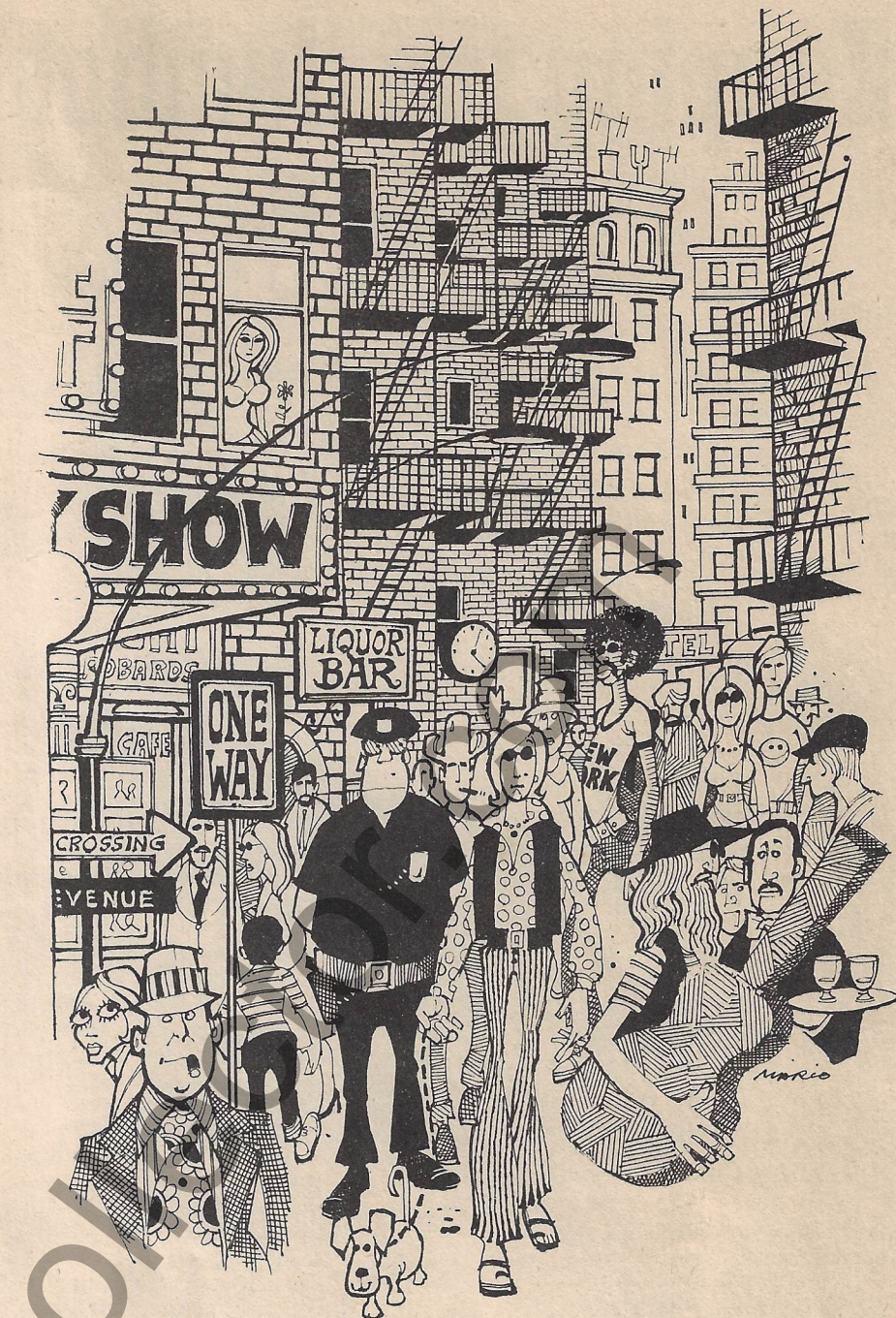
A word of caution: Broadway theatres are mostly off-Broadway and off-Broadway theatres are downtown in the village and off-off-Broadway theatres are all over the town. Same for Madison Avenue. Most advertising agencies are not on it. To a New Yorker, a "tourist" is anybody who is not residing in their neighbourhood, even if only a few hundred feet away. They are also indiscriminately referred to as plain outsiders. This is not a negative unless you happen to be in a restaurant that's full without advance reservations or need a last one-for-the-road at closing time, and the odd occasion, when in a decidedly romantic mood, the light company staged a blackout, and brought back camaraderie and candlelight. One bar of our acquaintance had drinks on the house for the neighbourhood crowd, and the poor outsiders paid double.

Indians, as the most recent immigrants, are only now assembling their own neighbourhood, the most easily identifiable around Forest Hills and Flushing in Queens and in the twenties blocks, bordered by Lexington Avenue on the East Side and Broadway on the West Side, with enough discount stores to make all shoppers happy.

A word of special caution: New York has an unjustified reputation for casual violence, which all studies show is grossly exaggerated, placing it about 8th or 9th out of ten major cities in criminal statistics. With major media headquartered in New York, a local mugging gets national and international coverage. This of course does not mean that the visitor should wander around Central Park, the largest of one thousand parks in the five boroughs, for a moonlight stroll or include the slums on their night-time "slumming" rounds. Safest advice is to ask your host or hotel doorman or even the cab driver where to go and not to go, particularly after dark, when New York looks its prettiest, with its skyscrapers glittering like jewels and its generous out pouring of outdoor garbage softened by shadows.

### Pet Population

Which brings us to another common topic of conversation -- New York's pet population. There are as many dogs and cats as there are people, twice as many rats and uncounted cockroaches, which every New Yorker is convinced will outlive even a nuclear holocaust. New Yorkers tend to walk with their heads down, even crossing the street against the light. This is not an indication of their supposed unfriendli-



ness. It is the only way to avoid acquiring what is genteelly referred to as "dog dirt" on one's shoes. Crossing the street against the light is the surest way to recognise a New York resident. If you need directions, ask one of them. The law-abiding types, waiting patiently at the curb for the light to turn is a visitor like you and probably equally lost.

Ethnics and Professions: another quirk that makes the New Yorkers distinct is the belief that certain groups are attracted to certain professions. The Chinese run laundries and restaurants; the Greeks run only restaurants; the Irish are policemen or barmen and the more intrepid ones are both (that's called moonlighting); the Jews run the retail trade but the ambitious Mamas would rather they became lawyers and doctors or even professors, and a large number have; the WASPS (White Anglo-Saxon Protestants) run the banks and large brokerage houses, and till recently ran New York's politics. Ever since John Lindsay ran the city as Mayor, or ran it down (that is the opinion of all cab drivers at any rate) and called it the second toughest job in the world, the WASP's have deserted city politics for Presidential politics, the toughest job around, a clear case of puritan ethics or masochism, depending on one's point of view. The Italians are accused of running the Mafia, which they deny exists; they do, however, run excellent restaurants as do the French. The Indians, Pakistanis and Phillipinos, the most recent New Yorkers man the hospitals and naturally, restaurants. It must be obvious that everybody runs restaurants, of which there are approximately 10,000 (it's a volatile business) and New York, more than any city in the world, is truly a gourmet's paradise given the diversity of cuisine.

When a New Yorker talks of the town's attractions, he will mention

restaurants, theatre, ballet, music, museums, galleries, libraries and on and on. And that is true. He will never mention its communication systems, which is a pity because New York is the only Western city with 24-hour public transport, both above and underground. Mr Bell, who runs the telephone system, makes foreigners truly envious because it functions with incredible efficiency. The postal service is another story, but then it is run by Washington.

New York is known as the Big City, or just The City; for a while it was even touted as Fun City by its supporters and Fear City by others, but to a New Yorker, it's always The Big Apple.

To this observer, it matters little what the city is called, or what the professional or cultural activity is that attracts people to New York. The prime attraction is that rare breed -- the New Yorker. The rest is a state of mind. The New Yorker is the soul.



DRAWINGS BY MARIO MIRANDA.



# Keeping the Jumbos fighting fit

**The modifications we carried out would result in increased passenger comfort, operational flexibility, fuel economy and structural and systems improvement. This was the first time we did such an extensive work on the 747's.**



Work on the structure in progress.

747 Cockpit laid bare -- Ground Proximity Warning and Automatic Brake Systems being installed.



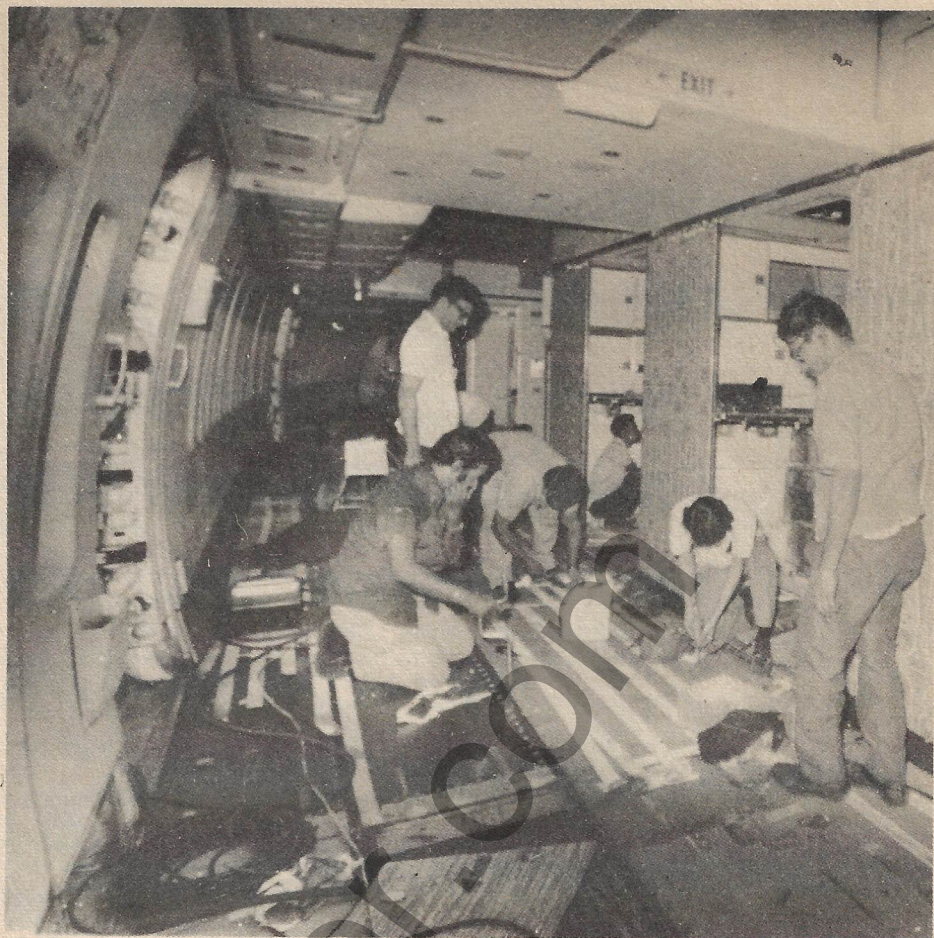
**A**N extensive programme of modifications and inspection of our first four Boeing 747s was completed on target by the end of March 1976. Long before our fifth and the latest Boeing 747, 'Emperor Akbar' arrived in Bombay at the end of December 1975, it had been decided to update the rest of the 747 fleet to more or less the same technical standards as the newest plane.

'Emperor Akbar' not only has the most colourful cabin interior, but many other innovations like better galleys, more toilets and larger Maharajah Lounge. It also came in with such new technical equipment as the Ground Proximity Warning and Automatic Braking Systems. The GPW gives audio warning to the pilot if he inadvertently approaches high ground. The Automatic Braking System adjusts the level of braking required for the runway conditions under differing weather.

It was, of course, not possible to bring the planes to absolutely the same standards as the 'Emperor Akbar' in terms of cabin interior or the larger lounge but in all other important technical aspects it was possible to modify them. This was done.

Planning for the programme of updating our 747 fleet began more than eight months before the work commenced in January 1976. Detailed plans of the extent of work involved in updating each aircraft were drawn up by Mr B.P. Baliga and Mr R.Satish of the Production Planning Division along with representatives of the Periodic and Components Overhaul Divisions and finalised by Mr J.D. Bilimoria, Engineering Manager (Maintenance) with the assistance of Mr A.S. Karnik, Dy EM (Periodic Maintenance Division) and Mr H.C. Kapoor, Dy EM (Components Overhaul Division). The three months between the arrival of the fifth 747

On the job.



Technicians at work on the floor panels.

and the introduction of the 747s on the Australia route on April 1, 1976, offered an ideal opportunity to carry out the work, without affecting the normal 747 schedules.

During the period, major structural improvements were done as recommended by the manufacturers, on the wings at the front spar, rear spar and interspar skin. Apart from structural updating 'aerodynamic improvements were done which would reduce the in-flight fuel consumption and result in a saving of over 3 per cent.

Modification details and kits including certain tooling had to be imported from the Boeing Company. Some of the specialised tooling re-

jumbo was in the hangar was only about five days at a time for routine maintenance and minor modifications.

The first two jumbos, 'Emperor Ashoka' and 'Emperor Shahjahan' which were received by Air-India in 1971 have logged over 15,000 hours of flying, and the other two, 'Emperor Rajendra Chola' and 'Emperor Vikramaditya', which were received in 1972 have logged over 13,000 hours.

The work which was done on the four jumbos included installations of the Ground Proximity Warning and Automatic Braking Systems, change of configuration from 32 first class and 321 economy class seats to 24

**The work which was done on the four jumbos included installation of the Ground Proximity Warning and Automatic Brake Systems, change of configuration, improvements in the galleys and installation of two additional toilets on the main deck making a total of 16 per aircraft. An additional bar was also installed in the first class area.**

quired for the job was procured indigenously, with considerable saving in foreign exchange.

The aircraft were grounded, one by one, for periods ranging from 17 to 14 days, starting from the end of January to the end of March when the last plane was rolled out, looking shiny and factory fresh. The programme lasted for a full two-month period and required 49,000 man hours to complete, with 150 technicians working in two shifts.

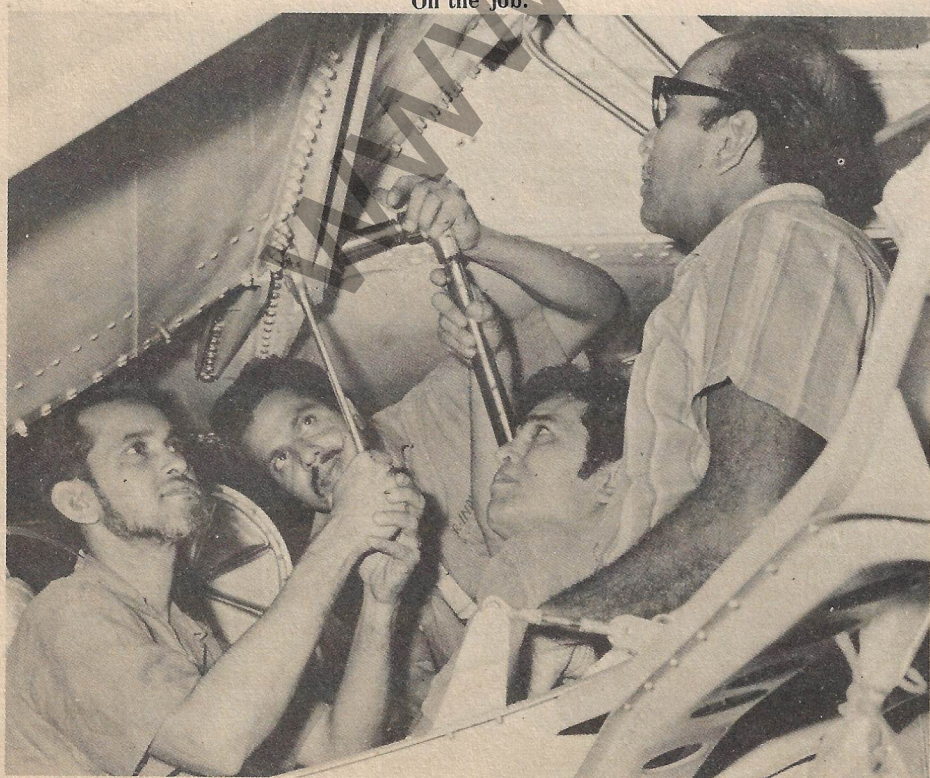
"This was the first time we did such an extensive work on the 747s", said Mr Om Sawhny, Director of Engineering. "The modifications we have carried out would result in increased passenger comfort, operational flexibility, fuel economy and structural and systems improvement".

This was the longest period that any of our 747s had spent in the hangar. Because of the intensive operation of 747s in the last five years - Air-India has one of the highest average utilisation figures (11.36 hours per day per aircraft) in the industry - the maximum time a

first class and 329 economy seats, improvements in the galleys and installation of two additional toilets on the main deck making a total of 16 per aircraft. An additional bar was also installed in the first class area similar to the one on 'Emperor Akbar'.

Repainting the aircraft presented a challenge to the Cabin Maintenance Section, which rose to the occasion with innovations that came in for special praise from Mr Bilimoria. He paid a tribute to the work done by Mr B.M. Dhurandhar, Technical Officer, in charge of Cabin Maintenance, Mr J.B. Moozhi, Foreman and Mr S.D. Bhatkar, Chargehand, for having accomplished this difficult task.

Among the other people whose contribution was appreciated by Mr Bilimoria were: Mr M.N. Gopalswamy, AEM and his team including Mr A.G. Pinto, Mr S.G. Pednekar and Mr S.Kumaran for the structural work, Mr V.R. Motilal, AEM and Mr M.V. Sardesai for the ancillary and avionics modifications. - K.S. Mhatre





## Our Customers Comment

**From: Dr Christian Barnard, Cape Town to Mr M.K. Zutshi, AI Manager, Mauritius.**

My visit to South America was purely for medical reasons to deliver lectures, and I then flew on to London to launch my book "THE UNWANTED" which, by the way, was very well accepted. Unfortunately, I did not have an opportunity to fly with Air-India. As you probably realise, I have become a great fan of your Airline and will fly on it whenever possible.

Once again, I would like to thank you for your tremendous friendship and for the efficient way in which you have always dealt with my requests.

**From: Henri Cuvelier, Antwerp.**

I have travelled on your flight AI-515 of January 4 from India-Nepal to Brussels via Teheran, arrival around 1800 hours. Everything went smooth until the last hour when I was a victim of an heart attack. I am extremely grateful to the Commander and his crew for the very efficient help, care and assistance extended to me even as for the medical care. I have been transported by ambulance to the St Pieters Hospital where I have been in treatment during two days and afterwards brought back to my home in Antwerp where I am still under treatment.

Now I would like you to transmit my most sincere thanks to all the crew members of the flight whose names I do not know. Please express to the Commander and his crew my renewed recognition for their kindness and efficiency.

**From: Girma Gebru, General Manager, Lion Travel & Tourist Agency, Addis Ababa, Ethiopia to Mr P.A. Narain, DSM, AI, Addis Ababa.**

Kindly convey our thanks to your Management, your colleagues in Bombay, Singapore and Sydney on my behalf and on behalf of other travel agents who enjoyed the Educational Tour organised by your office.

While we have gone on similar tours organised by different airlines, it is not an exaggeration to say that the warm feelings and hospitality extended by your staff both on ground and in the air stand delightfully different.

Your inflight service is excellent. I am told your chairman takes a personal interest in it. No wonder, nothing but the best are seen including spotlessly clean Cabin interior.

The tour operators did a good job. It is difficult to single out individuals for a special "Thank you"; hence I would appreciate it if it is conveyed to all of them.

**From: G.A. Stewart, Lancashire, U.K.**

This is the first time I have had the pleasure of flying Air-India. I have flown with all the great airlines of the world. I can honestly say this flight has been without doubt, one of the most pleasant I have experienced. The food was excellent, your cabin staff superb. We in Britain are losing all the pleasant and gracious things in life, you in India still have them. Please hold on to them. It was really refreshing to be looked after by such wonderful staff as you have had on this flight. I am returning to London from Delhi on March 13 by flight AI-115 and if it's half as good as this, I will be delighted. I am a consultant for the World Bank in Washington and shall tell my colleagues and staff of the joy of travelling Air-India. Long may you reign.

**From: Brigadier J.M. Hamidu, Burma Camp, Ghana.**

This is the second time that I am enjoying flying Air-India, the first being in 1970. Your service is second to none in the airline business (and I have flown all the renowned airlines). You are near the description 'Perfect' and permit me to congratulate you on your ability to maintain your very high standards despite the economic situation in the world which has forced most others to cut down on services.

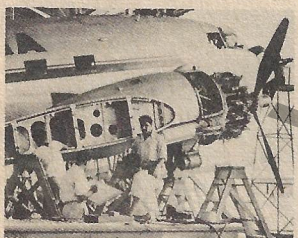
**From: Philip Prain, London, UK.**

I would like to commend the service. I recently travelled on your flight AI-105 from London to New York on February 11, 1976 and on flight AI-102 from New York to London on February 16, 1976.

From the time we checked in at your desk at Heathrow until we were met by your representative at Heathrow on our return, our party were met with unfailing courtesy by your representatives both on the ground and in the air. The service was friendly and efficient, and the food served on both the outward and return journeys was delicious. Indeed, it was the service which my party of six people received on our outward journey which prompted us to return on one of your flights.

Write to Editor, Magic Carpet, 20th Floor Air-India Building, Bombay 400 021

## AIR-INDIA QUIZ



1. Which is this aircraft?
2. Which part of the aircraft is work being done on?



1. Who is this man?
2. What position did he attain in Air-India?



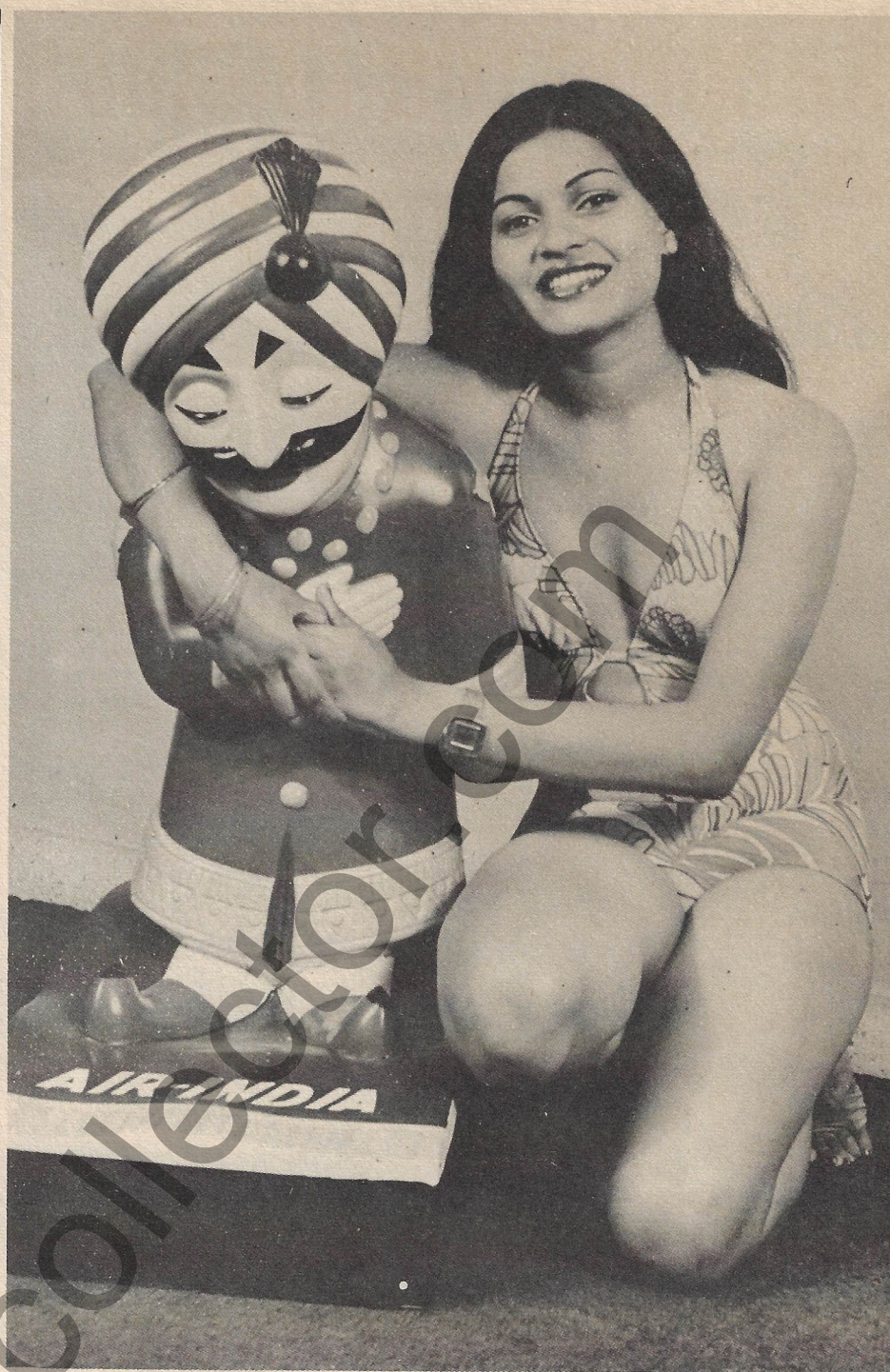
1. Where was this building situated?
2. What purpose did it serve to Air-India?

### Answers to MAY Air-India Quiz

**Photo 1:** 1. Mr J.R.D. Tata is handing over a mail bag to the Maharaja Scindia of Gwalior.  
2. The other man is the Maharaja Scindia of Gwalior.  
3. At the inaugural flight Delhi/Bombay; the stop was at Gwalior.

**Photo 2:** 1. (l to r) J.R.D. Tata, Nevill Vintcent, Lady Lumley and Sir Roger Lumley, Governor of Bombay.  
2. The photograph was taken at Juhu in 1937.

**Photo 3:** 1. Miles Merlin.  
2. 1935-38.



## Beauty to the boot

**WHAT** happens to a doe-eyed brunette who is 5 ft 4 ins tall, weighs 110 lbs and measures 35-24-36? What indeed happens to this beautiful girl who is a Beauty Queen six times over? Does she become a film star? A model? A television personality? None of these, but only the best. She becomes an Air-India hostess.

At the age of 16, Marilyn Pereira, now 20, was declared Eastern Queen organised by the Wine Merchants Association. She stood first among 21 contestants. The very next year she was declared Priya Queen amongst 19 contestants. This contest was organised by the Priya Beauty Parlour. She was declared Second runner-up at the Andrian Queen at the age of 17 sponsored by Lux Supreme.

But her biggest breakthrough was when she was crowned Navy Queen sponsored by Famina and the Patanwala Company. She had to face stiff competition from 35 other girls, but got away with the crown and a hamper of goodies, a lady's watch, a gold ring, a transistor, a cosmetic set and a number of other gifts, reminiscent of an Indian tourist returning home from abroad. While she was flashing her smiles all around, a film producer came up to her with a cheque book and asked her to play the lead against a famous Indian actor. She promptly declined the offer. She was hell bent to become an Air-India hostess.

Before long she was chosen to represent India at the Miss Pacific Queen Contest in Australia. She was

given a warm welcome in the 'land of the kangaroos' and was "treated like a visiting dignitary", having come off as the second runner-up. Her finest moment was when a tall, attractive lady walked up to her and said, "I am Gina Lollobrigida. Would you like to go to Hollywood and work for a film?" Very reluctantly Marilyn said, "No". She had set her heart on becoming an Air-India hostess. Another reason for her refusal to Gina was that she did not wish to leave her parents, her brothers and sisters to go to the New World.

A month later she flew to Manila for the Miss Asia Contest where she faced 16 contestants and finished as one of the semi-finalists. "I could not go for the Miss Universe. I had studies to attend to."

She has done a stint of modelling as well for Shine Toothbrush, Calico and Kashmir Emporium and has very often modelled for the Femina fashion pages.

Marilyn finds her job as a hostess fascinating. "I meet people, interesting people, and am able to see a number of places." Air hostessing to her is more fun than work. That is precisely why she gave up all the tempting offers and decided to make flying her career.

Marilyn is not terribly fond of reading although she does browse through magazines occasionally. But what she really digs and tunes into is music — Neil Diamond, David Cassidy, Pete Townshend, Tom Jones, Donny Osmond and the entire crop of pop musicians.





## Looking at LONDON

With Trevor Turner

### Hello, there

Derek Nimmo gets a good impression of himself in our Maharajah Lounge at London before he departed on our service to Sydney for a five month trip away from the U.K. during which time he is appearing in Australia in 'Why not stay for Breakfast' which has been a success in London.



\* \* \*

### Public Relations



Above: The Publicity Department, Bond Street, recently entertained a gathering of friends from the press to a working and informal lunchtime discussion in the Office. Seen here are (left to right) Michael Ramsden, Editor of 'Flight' with the Regional Director, UK, John Sansom - Aviation Reporter of Travel Trade Gazette and Trevor Turner Publicity Manager, U.K.



The Church Road Traders Association of Twickenham flew orchids in on our service from Bangkok, and these were handed out to shoppers in the street. Enid Macey (left) our hostess spent a couple of hours on a Saturday morning helping to distribute the orchids.

\* \* \*

### Sampling the Menu



A group of students from the Cardiff College of Food Technology visited us at London Heathrow and Nat Turner our Catering/Cabin Service Manager showed them around our kitchens where they sampled some of our inflight menus.

Naosherwan Nalavala

## CHAIRBORNE

### 'King Momo'

GOA went wild with joy recently as they ushered in the triumphant entry of 'King Momo' at a festival, traditionally called the 'Carnival'. The Festival is a prelude to 40 days of abstinence observed by devout Catholics on the occasion of Lent. Thousands of tourists came on Air-India and contests were held by various performing troupes. A major attraction at the Festival was a dance organised by the Shigmo Committee where the winning couple were given two Air-India tickets to Amsterdam and back by Air-India's Resident Sales Representative, Mr F. Coelho. The winners were Mr and Mrs Menezes, who were congratulated by 'King Momo' himself in the august presence of the bowing Air-India Maharajah.



### In Search

AIR-INDIA flew down Theosophists from all over the world to Adyar recently where they met to celebrate 100 years of the society's active life. The convention was aimed at exchanging ideas and putting into practice the ideals of universal brotherhood, synonymous with Theosophical thinking. Air-India printed brochures with pictures of Madame H.P. Blavatsky and Col H.S. Olcott, the founders of Theosophy, on the cover (picture above).

Miss P.C. Tengra, our Assistant Tourism Officer, who attended the Convention said in an interview, "Perhaps the most symbolic of the spirit of Adyar is the mighty banyan tree believed to be almost 500 years old. At one time 3,000 people could sit under the tree and meditate. For me to get these large number of Theosophists to travel on Air-India was truly an elevating experience."

### Antique Hats

RECENTLY Air-India Public Relations received an SOS from Sydney: "Despatch urgently original pith helmets worn by early Britishers in India." We went on a hunt in the antique bazaars of Bombay and were finally able to buy off and despatch original pith helmets which were displayed at the Cairns and District Centenary Celebrations.

When we asked for a feedback, we were sent this picture (below) of Miss Georgina Lee Sye, Centenary Hostess, flanked by Bob Norman (r) and Dennis Anderson (l) both gentlemen connected with the Centenary, proudly wearing their pith helmets.



### Appointment

WITH Air-India Cargo constantly on the move up, Mr Hosi Godha, Cargo Agency and Interline Co-ordinator, has been appointed by IATA to serve as a panel member to carry out cargo registration and review duties up to 1977. Mr Godha has also been appointed by IATA on the Agency Compliance Panels as and when the Agency Compliance Panel is constituted.

### The Maharajah

THE Air-India office in Sydney has recently produced a brochure entitled "THE MAHARAJAH Offers You a Taste of India". The jacket displays a tantalising 18th century miniature painting depicting a love scene between an Indian Prince and his bride, while the rest of the brochure is lavishly illustrated with unusual pictures of the Taj Mahal, the Ghats of Banaras, the Lake Palace Hotel, the Meenakshi Temple and of course the colourful Vale of Kashmir. Brief descriptions are given alongside each of the illustrations as well as details on climate and how and what to buy. "Banaras brocades and silks may well be the finest in the world. Silks, light as a cloud wisp, come in colours from the palest azure to the vivid wine red. The famous Macaulay wrote: From the looms of Banaras went forth the most delicate silks that adorned the halls of St James's and of Versailles."

Of special attention is a quote on women under the portrait of a maiden-in-waiting, with a quote from Bhartrihari (600 A.D.):

"What is the best of sights?  
The face of a girl.  
The best of odours? Her breath.  
Of sounds? Her voice.  
The best of tastes? Her lips.  
Of contacts? Her body.  
The best of thoughts? Her beauty.  
She entrances every sense."