

THIRD
DIMENSION
BLOG

2011 YEAR
IN REVIEW

Robert Novell

Robert Novell Year in Review 2011

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Part One

United Airlines before the Deregulation Act of 1938

United Airlines officially began airline operations in 1926 as a mail carrier. It was also the first fare-paying airline to fly customers from coast to coast in the United States, and by 1930, had introduced the concept of an airline stewardess. The airline soon became one of the “Big Four” contenders in the U.S. and continues to be one of America’s major airlines. It was founded in Boise, Idaho.

United Airlines was originally formed as a partnership between Boeing Airplane Company and Pratt & Whitney. It was overseen by the United Aircraft and Transport Corporation and United Air Lines was actually an operating division that was established on July 1, 1931. United’s slogan was the “World’s Largest Air Transport System”. The four transport divisions of the United Aircraft and Transportation Corporation had now become United Airlines.

When the Air Mail Act of 1934 broke up all of the aviation holding companies in the United States, the United Aircraft and Transport Corporation was broken up into Boeing, United Aircraft and United Air Lines. It was at this time that United Airlines began offering coast-to-coast service from New York to San Francisco and Los Angeles. Within four months of the beginning coast-to-coast operations, United Air Lines was making as many as 11 round trips every day between Chicago and New York.

United’s new president, William A. Patterson, was hired to start fresh with more airmail contracts. As it expanded its early route system, it also turned four of its major cities into hubs – Chicago, San Francisco, New York City and San Francisco. These four cities are still the airline’s principal hubs today.

On October 11, 1933, a United Boeing 247 exploded in mid-air and crashed somewhere near Chesterton, Indiana. All seven people onboard were killed during the explosion and investigators reported that it was caused by a nitroglycerin bomb that detonated in the baggage hold. This event officially became known as the United Airlines Chesterton Crash and is the first proven case of air sabotage in commercial aviation history. The transcontinental flight was carrying three crew members and just four passengers with a final destination in Oakland, California. It departed from Newark, New Jersey on October 10, 1933 and was heading to Chicago when it exploded. No one was ever charged or identified in the incident, and it remains an unsolved mystery.



https://hangar47.com/Boeing_247~Wms.html

The Deregulation Act of 1938 was initiated by Congress to protect the public interest and ensure that airlines could compete fairly for various routes. New airlines had to obtain a certificate through the Civil Aeronautics Board before they were permitted to offer flights between certain cities. United Airlines was already relatively well-established by this time, and continued to expand and grow at a steady rate unaffected by the legislative changes.

Next week we continue our series but until then take care and fly safe.

Robert Novell

January 07, 2011



Part Two

The Ads Tell a Story

This week we continue our series on UA but this week we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

*United alone serves
Chicago and "All the West"*



CHICAGO 3 hrs. 15 min. nonstop.
Your choice of 8 flights daily.



LOS ANGELES 10 hrs. 55 min.
onestop on the nation's top luxury flights.



SAN FRANCISCO 11 hrs. 30 min.; most frequent onestops. 3 daily.



PORTLAND Only 12 hrs. 35 min.
No change of planes! Finest service aloft.











SEATTLE 13 hrs. 50 min. The only daylight and overnight flights.



HAWAII Only a day away via DC-6 and United's Mainliner Stratocruiser.

UNITED AIR LINES
Call MUrray Hill 2-7300. Newark: call MArket 2-1122. OR, SEE YOUR TRAVEL AGENT

8 questions

-  **1** Which airline operates the first coast-to-coast route over which passengers, mail and express were carried?
-  **2** Which one airline serves the major cities of the East, Midwest and all the Pacific Coast, as well as Hawaii?
-  **3** Which airline, on its own system, offers the widest variety of optional routings (go one way, return another) at little or no extra cost?
-  **4** Which airline operates the famous Mainliners, finer, faster planes today—at fares that are still about the same as they were in 1941?
-  **5** Which airline offers both daylight and overnight flights between the East and all major Pacific Coast cities?
-  **6** Which airline operates the famous name flights—"the New York," "the San Francisco," "the Hollywood," "the Pacific Northwest," "the New England" and others, with the great Douglas DC-6 Mainliner 300?
-  **7** Which is the only airline operating its own system-wide kitchens to provide the finest meals aloft?
-  **8** Which airline covers practically all of the important business and vacation points in the country?

1 answer



THE MAIN LINE AIRWAY—FOR RESERVATIONS
CALL UNITED OR AN AUTHORIZED TRAVEL AGENT.

Why Women Fly

Almost half the women like you in this country have already been up in airplanes. . . .

Do you know that 93 of them out of every 100 who have flown are enthusiastic devotees of this new form of travel? Some of the things they like most:

SPEED . . . United Mainliners perform just the kind of personal miracles with time and space women have always longed for—clip anxious hours from a long trip—speed somebody to somebody's waiting arms.

PLEASURE . . . The sensation of freedom and clean, effortless flight seems to delight women particularly, for almost half of them mention it. Puts them where women like best to be—WAY on top of the world!

THAT "AGE OF FLIGHT" FEELING . . . In tune with the exhilarating tempo of today's new, airborne world.

Most of them, of course, favor air travel also for their husbands whenever possible. So if we're meeting your busy, uniformed or brief-cased man nowadays along the Main Line Airway, be sure we're taking care of him . . . and we're doing our best to book him through for those war-precious extra hours at home. Meanwhile, we're looking forward, as soon as schedules permit, to the pleasure of seeing (or again meeting) YOU.



FIRST LADIES OF FLIGHT—Women Department Store Executives are among our most enthusiastic regular passengers. United has added many extra days to their busy year through time saved on buying trips. So we're looking forward to an especially happy reunion soon—in the swift, bright luxury of the new larger, faster Mainliners we're planning for after the war.



apply now for a *Career in the Sky*

as a **UNITED AIR LINES**

Stewardess!



Be a United Air Lines stewardess—do the traveling you've dreamed of doing, visit romantic cities and famous vacationlands, meet interesting people, and thrill to the pleasure of flying United's fast, comfortable Mainliners!

Starting pay is good—and you get regular raises. After acceptance, you fly to Cheyenne, Wyoming, for training at company expense, with free Mainliner transportation from your nearest United city.

QUALIFICATIONS: Please be sure you meet these requirements before applying:

- Age—21 to 27 • Height—5'2" to 5'7"
- Unmarried • Weight—not over 135 lbs.
- 20/30 vision or better (without glasses)
- Must be a registered nurse or have two years of college, or 1 year of college and 1 year business experience or 3 years of business experience in lieu of the college requirements.

Apply Monday through Saturday for an interview,
9 a.m. to 2 p.m.

UNITED AIR LINES

Personnel Office: 5959 S. Cicero Ave., Chicago 38, Ill.





NOW! DIRECT SERVICE VIA LOS ANGELES TO HAWAII

United Air Lines Mainliners

United's new direct route via Los Angeles is in addition to our San Francisco-Honolulu route. Now you can go by way of one city and return via the other at no extra cost! Leave the East by noon, be in Hawaii for breakfast. Or leave in late evening, be there for dinner! Enjoy the luxuries of the world's finest Stratocruiser*. For reservations, low-cost Hawaiian vacations, or a sea-air holiday (one way by Mainliner, the other by Matson or American President ship), call or write United Air Lines or see an Authorized Travel Agent.

*Mainliner Stratocruiser from California. DC-6 Mainliner 300s from the East and Midwest. Stratocruiser berths or stateroom at slight extra cost.



9 1/4 hrs.
CALIFORNIA
to HAWAII

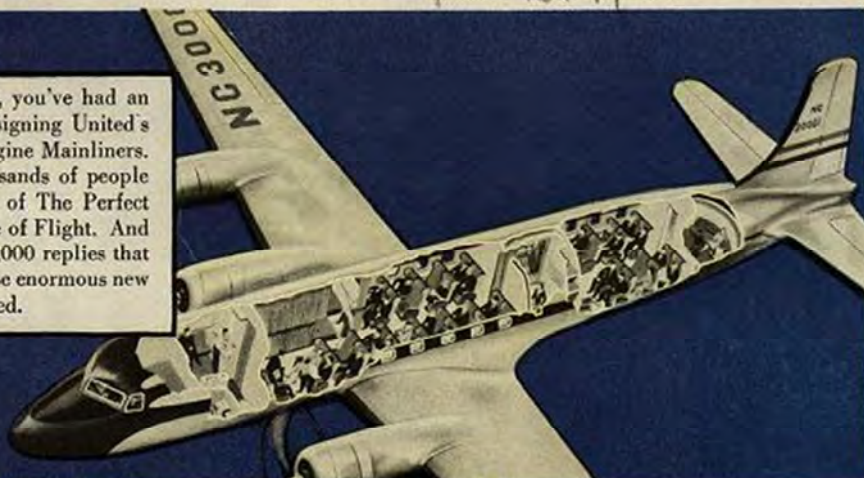


\$160 from
SAN FRANCISCO
or LOS ANGELES
plus tax.

Here are the new United Mainliners **YOU** helped design

The New York Times

As a typical traveler, you've had an important part in designing United's magnificent new 4-engine Mainliners. We asked many thousands of people to give us their idea of The Perfect Mainliner for the Age of Flight. And it was from their 418,000 replies that the final details of these enormous new planes were determined.



LUXURY AND NEW COMFORT ALOFT are assured in this handsome interior. Spacious accommodations for 52 daytime passengers . . . two stewardesses . . . pressurized cabins offering near-ground atmosphere at smooth upper altitudes.



LIVING-ROOM COMFORT in these new specially designed reclining chairs reserved in advance. Individual, indirect lighting . . . air conditioning . . . new wide windows giving a superb view . . . 5-mile-a-minute speed that devours distance.



NIGHT FLIGHT, too, is a memorable experience in the luxurious new Sleeper Mainliners. Extra-long, extra-wide lower and upper berths offering utmost privacy. You'll find slumber in the sky more restful than in any other kind of travel.



EXCELLENT MEALS are a Mainliner feature. Your favorite dishes prepared in our own commissaries . . . served with our compliments, piping hot from a new-type galley — insurance that United will continue to lead with delicious food aloft.



LADIES' LOUNGE presents new refinements and comforts for air travelers. And there's a modern dressing room for men, too. Your new half-million-dollar Mainliner's great size provides more room than ever before.



STRAIGHT, STRATEGIC is the route followed by Mainliners. Serving 53 cities from coast to coast, the famous Main Line Airway offers convenient arrival and departure times . . . fast, direct service . . . fares to suit your pocketbook.

These are some of the new and exciting luxuries you will enjoy when the first new United Mainliners are delivered in June, 1946. Gliding through the smooth upper air at speeds up to 300 miles an hour, these great Mainliners will carry you from coast to coast in 10 hours or less. And with United's new low fares, you will enjoy the speed and luxury of these remarkable post-war Mainliners at less than the cost of first-class surface transportation.



THE MAIN LINE AIRWAY

Next week we continue our series on United Airlines but I will return to our story and fill in a few more blanks about their history. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

The preceding ads are presented for educational purposes and cannot be reproduced or used for any other purpose.

Robert Novell

January 14, 2011



Part Three

United Airlines during World War II

By 1940, United Airlines became the first airline to provide cargo flights. It had also recently opened the first U.S. flight kitchen to provide in-flight meal service, and it soon became known as the airline that offered a new level of customer service.



United Airlines Route Map in 1940

http://en.wikipedia.org/wiki/File:UAL_Route_Map_1940.jpg

During World War II, many United-trained ground crew members and employees were flying bomber planes and supporting various mail efforts. The war prompted many new technology developments for the aviation industry, and United was able to adopt many of these technologies shortly after the war. Most of the airlines, including United Airlines, were well-prepared for the war effort and mobilized many aircraft, supplies, and equipment relatively quickly.

The Air Transport Command (ATC) formed in 1942 to coordinate the transport of aircraft, equipment, and cargo across the United States, and to deploy cargo, aircraft and personnel around the world. Demand for consumer air travel dissipated during World War II and United, like many other airlines, was fully focused on the war effort.

Most aircraft flew more than 80 percent full during the war and the military requisitioned approximately 200 of the United States' 360 airliners, including United's aircraft.

World War II did revive the airline industry in many ways. Major airlines, including United, had moved away from carrying postal mail and developed new networks that would carry casual flyers, as well as military personnel and cargo. Airlines in the Allied countries were free of lease contracts to the military and saw an explosive increase in demand for civil air transport shortly after World War II was over. Many airlines invested in new aircraft including the Douglas DC-6 and the Lockheed Constellation. These planes were pressurized and were designed like the American bomber planes used during the war.

This transition led United and other airlines into a period known as the Jet Age--- Next week we will continue our series but until then please take care and fly safe

Robert Novell

January 21, 2011



The Ads Tell a Story

Part Four

This week we continue our series on UA but this week we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

Just Say Where !

THE Airlines which criss-cross this nation with the world's greatest aerial network have no notion that their job is near completion. Further, they plan a service to the individual traveler and shipper which will make yesterday's air transportation seem primitive by comparison. Transport planes now a-building are actually years ahead in their appointments for passenger convenience and comfort, in cargo capacity, and in speed and range.

Meanwhile, with their great fleet of planes getting back to something near pre-war strength, the Airlines are serving more and more people, carrying more cargo. They could not begin to carry all who want merely to "go places." But there is more opportunity than before, in regularly scheduled flights, for urgent travel and for urgent cargo.

The harder we work today at the business of war—in field and factory, office and home—the sooner anybody anywhere may walk up to an airlines ticket counter, "say where," and be off on travels so far reaching, so fleet, so effortless—and so economical too—that we'll feel ourselves, as indeed we shall be, citizens of a new world!

When you travel by Air make reservations early; plans cancel early if plans change. When you use Air Express speed delivery by dispatching shipments as soon as they're ready. Air Transport Association, 1515 Massachusetts Ave., N. W., Washington 5, D. C.

This advertisement is sponsored by the nation's airlines and leading manufacturers in the aviation industry

THE AIRLINES OF THE UNITED STATES
LEADING THE WORLD IN AIR TRANSPORT

4-21-43



For All the people

I WANT to travel by air! If that desire lurks in your heart, as it does in the hearts of millions today, give no small credit to the ingenuity and fearless pioneering of private enterprise for making "flight" a dependable and pleasant mode of transportation for all the people.

Long before the war gave aviation such vast impetus, our aircraft and engine makers had designed and built for the Airlines a fleet of super-powered transport giants whose speed and

dependability were—and still are—superior to those of any other nation in the world.

With such equipment, the Airlines in turn were able to build and operate the greatest system of domestic and international airways in the world—a system over which millions of passengers, thousands of tons of mail and express now move every year, with more and more people traveling by air every month as more planes are put into service.

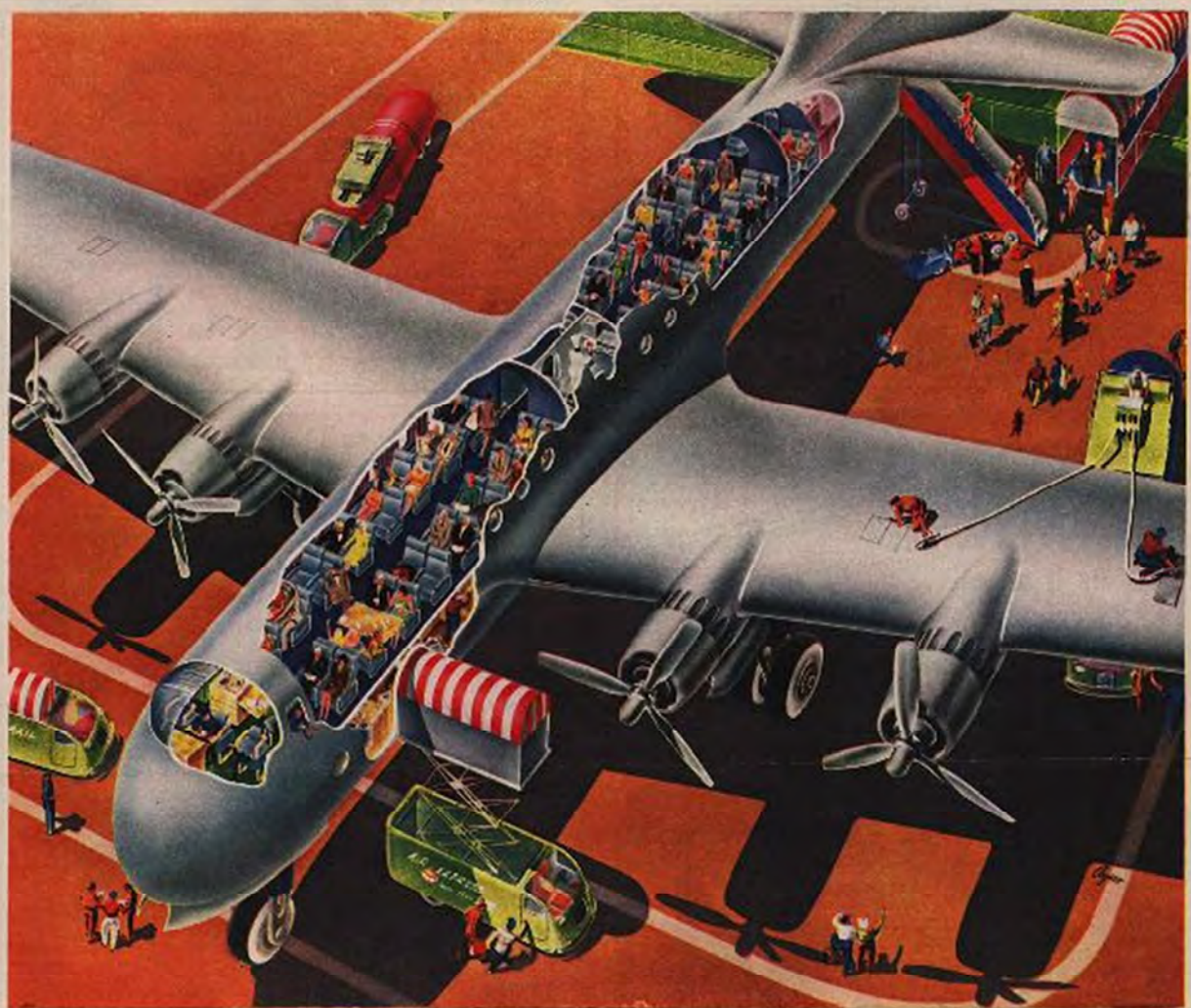
In looking to the future, aviation manufacturers

are planning even faster and finer planes and equipment and the Airlines are planning vastly expanded operations—a service for all the people all over the country, for business and pleasure at home and abroad—after the war is won.

When you travel by Air make reservations early; plans could easily change. When you use Air Express good delivery by dispatching shipments at once as they're ready. Air Transport Association, 1515 Massachusetts Avenue, N.W., Washington 5, D. C.

This advertisement is sponsored by the nation's airlines and leading manufacturers in the aviation industry.

THE AIRLINES OF THE UNITED STATES
LEADING THE WORLD IN AIR TRANSPORT



Better Traveling...MORE TRAVEL!

AIR TRANSPORTATION in the United States has created thousands of *new* travelers—folks who have started moving about for the first time in their lives.

Because it is by far the swiftest form of transportation, the transport plane makes available to all people the benefits of travel which were once available to but a few. Not the cost in dollars but the cost in *time* is what has kept millions at home through the years. Now they are as free to roam as the sky is free.

And certainly they will take to the thoughtful

comforts and conveniences which are a part of air travel—especially in the great new planes being readied for service—their spaciousness, their deeply restful setting, their air conditioning, their smooth, quiet flight, and the gratifying personal attention which makes every trip such a downright pleasure.

When you can telescope an overnight trip into 75 minutes, slip from coast to coast between dawn and dusk, or week-end in Piccadilly or Paris, Mexico or Honolulu, and be back at work on Monday...well, you're not going

to be satisfied until you're actually doing it! Hundreds of thousands know the reality of it today. Millions will be doing it tomorrow... and at much lower fares than ever before.

When you travel by Air make reservations early; please cancel early if plans change. When you use Air Express speed delivery by dispatching shipments as soon as they're ready by calling Air Express Division of Railway Express Agency, AIR TRANSPORT ASSN., 1515 Massachusetts Ave., N.W., Washington 5, D.C.

This advertisement is sponsored by the nation's airlines and leading manufacturers in the aviation industry

THE AIRLINES OF THE UNITED STATES
LEADING THE WORLD IN AIR TRANSPORT



You're asking Me if it pays to FLY!

"In the last ten days I did business in London, Washington, and Detroit—then I flew a thousand miles to this spot, and I won't be leaving till zero hour to get back on the job. And you're asking me if it pays to fly!"

But he's a big business man, you say. Sure, he flies to save time with never a worry for cost, but the ordinary fellow can't afford it.

If you feel that way about air travel, if you think the price too high for you, here's a surprising fact: it costs no more to fly, in many cases less, than to travel first class on the ground. That's how drastically air fares have been reduced!

This advertisement is sponsored by the nation's airlines and leading manufacturers in the aviation industry

Consult the nearest Airline office or authorized Travel Agent for costs and reservations. Whether it's for business or pleasure, *you* can afford to travel by air—in those majestic airliners that fly the U. S. Flag across this nation's skies and to scores of foreign countries at speeds up to five miles a minute. Plan your next trip by air.

P. S. In case you wish to cancel reservations after you've made them, prompt notice will be greatly appreciated.

Air Transport Association of America, 1107 16th Street, N. W., Washington 6, D. C.

FLY THE PLANES THAT **FLY** THE U.S. FLAG
THE AIRLINES OF THE UNITED STATES

UNITED AIR LINES PRESENTS

"the Hollywood"

A NEW MAINLINER 300 FLIGHT

(DOUGLAS DC-6)

OVERNIGHT TO LOS ANGELES!



NOW — Leave just before midnight (11:30 p.m.)

Reach Los Angeles for breakfast (7:46 a.m. P.S.T.)

Now you have a choice of *two* premium DC-6 MAINLINER 300 flights to Los Angeles every day:

• *"the Hollywood"*—Spend the entire evening in New York, be in Los Angeles early the next morning!

• *"the Los Angeles"*—Leave at noon and arrive in Los Angeles by early evening—you enjoy all-daylight scenic flight with just one stop (Chicago).

On *both* premium flights, you have the *extra* speed, luxury and performance of the DC-6 MAINLINER 300—a cruising speed of over 300 miles per hour at *smooth, high* altitudes...pressurized-cabin comfort...and a beautiful, spacious cabin interior. You enjoy, too, "Service in the Mainliner Manner" with delicious food prepared in United's own kitchens. In addition, United has four other MAINLINERS daily to Los Angeles at slightly lower fares.

"the Hollywood"

Lv. New York 11:30 p.m.
Ar. Los Angeles 7:46 a.m.
(P.S.T.)
Return on "the New York"—
another MAINLINER 300
(DC-6) flight.

"the Los Angeles"

Lv. New York 12 noon
Ar. Chicago 2:20 p.m.
(C.S.T.)
Ar. Los Angeles 8:10 p.m.
(P.S.T.)
Return on "the Chicago"—
another MAINLINER 300
(DC-6) flight.



The Main Line Airway

PASSENGERS • MAIL • EXPRESS • FREIGHT

Airline Terminal, 80 E. 42nd St. or Pennsylvania Hotel or 1 Wall St.
Call Murray Hill 2-7300
or an authorized travel agent.

Dec 16 - 1946

Number One Highway of the Sky!

From coast to coast, from border to border along the great Pacific Coast, and soon westward to Hawaii, is the most traveled skyway in the world—the great Main Line Airway of United Air Lines. Linking 65 key cities, this strategic air route serves practically the entire country. Over the Main Line Airway have flown 5,700,000 passengers—175,000,000 ton-miles of mail and cargo. Today, fast, frequent Mainliners are handling a greater volume of traffic than ever before. United has over \$50,000,000 of new faster Mainliners on order, for the increasing thousands who want to fly the Number One Highway of the Sky.

THE MAIN LINE AIRWAY
Passengers • Mail • Express • Freight

AIR MAIL NOW 5c

United Air Lines holds the Award of Honor, presented by the National Safety Council, for having flown more than a billion and a half passenger miles without a fatal accident.

I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

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Robert Novell

January 28, 2011



Part Five

United Airlines during the Jet Age

The Jet Age is the time period right after World War II when major airlines began introducing high-powered, turbine engine planes into their fleet. These planes were capable of flying much faster, higher and farther than piston-powered aircraft and could easily make transcontinental and intercontinental flights with few delays. Still, United Airlines entered the Jet Age much later than other airlines. This was because United was an early customer of the Douglas DC-8 which was released several months after the Boeing 707 that was adopted by many other major airlines.

Still, United maintained many of its early routes operating in and around the West Coast, Midwest and Mid-Atlantic States. It also managed several transcontinental flights through Denver, Colorado. Denver continues to be of United's major hubs t this day.

United Airlines continued to grow and expand, and would continue competing with other major airlines through the Jet Age. In 1951, the airline ordered 30 twin-engine Convair-Liner 340s for \$16.5 million and later increased its order to 55. It was soon operating DC-4 Mainliners that would be able to fly coast-to-coast in just 14 hours.

In 1953, United Airlines, and RCA, developed airborne radar for weather mapping. In October 25, 1955, United placed its first order for the Douglas DC-8s jet aircraft for a total of \$17 million.



<http://en.wikipedia.org/wiki/File:6609-UAL-DC-6-NorthRampStapletonDEN.jpg>

Another catastrophic incident took place on November 1, 1955. United Airlines Flight 629 was flying from Stapleton Airport in Denver to Portland, Oregon but exploded en route from a bomb that was planted on the plane, killing everyone on board. This tragic event was not a mystery. A man named Jack Graham was found guilty of bombing the plane and was executed a year after the incident.

In June 1961, the airline merged with Capital Airlines to create what was then the world's largest airline. It then moved its headquarters from Chicago's Midway Airport to Chicago O'Hare Airport.

As the airline continued to grow and expand, it developed a strong brand presence and began running some fresh and new advertising campaigns. By December 1964, the airline became the first domestic carrier to have a fully automatic, all-weather landing system. This improved operations significantly and set the airline apart from the competition. In October 1965, the airline launched the famous "Fly the Friendly Skies" advertising campaign.

In 1969, United Airlines became a subsidiary of a new holding company UAL, Inc. UAL soon acquired Western International Hotels, (later to become Westin Hotels).



http://en.wikipedia.org/wiki/File:United_747old.jpg

Until next week please take care and fly safe.

Robert Novell

February 04, 2011



Part Six

The Ads Tell a Story

This week we continue our series on UA but this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

Bob Hope and I love to fly!



WHEN a stewardess gets fan mail from a movie star, that's news! Here's a letter I received from "Rapid Robert" Hope, who recently made a United air tour of the country:

Dear M. M.:

Thanks for the memory of a swell trip. If it hadn't been for the speed, the dependability and downright comfort of that big DC-6 bird of yours, we couldn't have played to so many wonderful people in so many towns in the short time we did. Just think—25,000 miles, 56 cities, 70 performances in 48 days!

I won't forget you and the rest of the crew of the Mainliner Bob Hope—neither will the rest of the cast.

Those ships are beautiful and so are you.

BOB HOPE

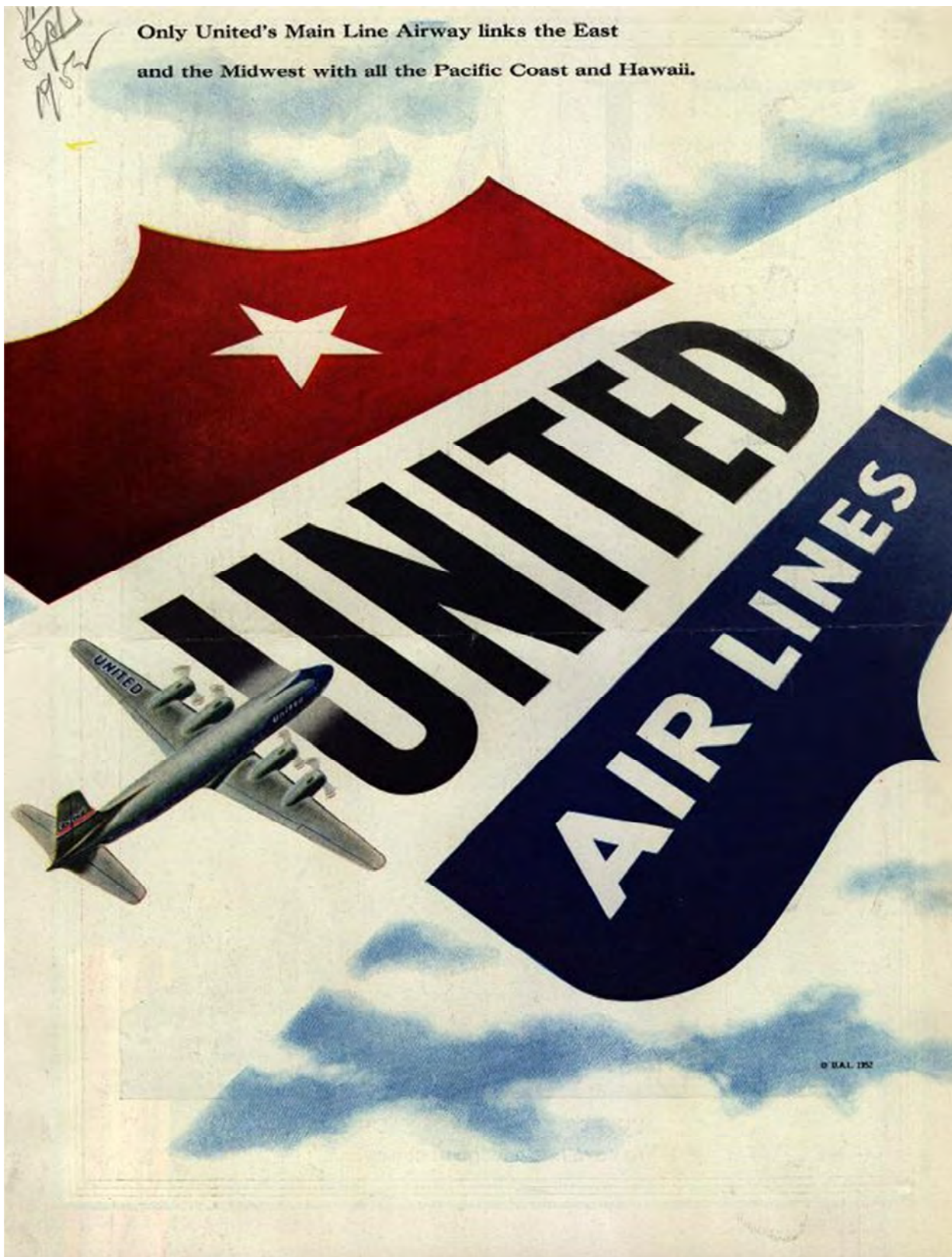
Bob Hope and the thousands of other air travelers I meet on United's Mainliners are just one of the reasons I enjoy my job so much!

Mary Mainliner

P. S. Don't forget Bob's Swan Show is back on NBC airwaves every Tuesday night.



© UAL





**MAINLINERS
to**

NEW YORK 4½ hrs.
WASHINGTON 3¾ hrs.
CLEVELAND 1¾ hrs.

**San Francisco, Los Angeles
Portland, Seattle**

★

UNITED AIR LINES

Palmer House: 23 E. Monroe St. • Stevens Hotel Lobby
Call Portsmouth 8800

Chi News
7/27/44

May 5, 1951.

The Art of Making Your Mouth Water



What does it take to run a leading airline?

"Science!" say United's Operations people, and they talk of electronic aids, over-the-weather flying, and all the other things that contribute to United Air Lines' on-time dependability.

"Service!" say members of the Passenger Service Department. And as a supreme example they point to United chefs—practitioners of one of the noblest arts of all: fine cooking!

Natives of Switzerland and France, trained in European traditions, they have presided over kitchens of famous restaurants and hotels in many world capitals.

Now, as masters of United's flight kitchens, they offer you their cosmopolitan artistry in the finest meals aloft. Tempting appetizers, flaky pastries, savory meats, inviting desserts—complete full-course meals contribute to your comfort and enjoyment aboard the Mainliners. No other airline has its own system-wide flight kitchens. No other airline has such chefs!

It takes understanding of human tastes and desires as well as great operating efficiency, art as well as science, to achieve United's high standards of service. Chef's salad and pilot's smooth, on-time landing—both signify THE NATION'S NUMBER 1 COAST-TO-COAST AIRLINE.

PASSENGERS • MAIL • EXPRESS • FREIGHT • AIR PARCEL POST



RECIPIENT OF THE
INTERNATIONAL FASHION ACADEMY
GOLD MEDAL AWARD
FOR STYLING AND COMFORT



Did you know that going by United Mainliner often costs you less than for your surface travel? For more details and reservations call or write United Air Lines or an Authorized Travel Agent. © UAL 1951



***Leave New York at noon—reach Los Angeles before 5 p.m.
on United Air Lines' **DC-7s**, nonstop coast to coast!***

ALREADY OFFERING your fastest flights, nonstop between San Francisco and New York—United's de luxe DC-7 Mainliners® now are also flying nonstop between New York and Los Angeles. You can leave New York on "the Continental" at noon, arrive in Los Angeles at 4:55 p.m. (local times). Eastbound it's only 7¼ hours nonstop!

And starting July 1: nonstop DC-7 service between Chicago and these cities: San Francisco, Los Angeles, New York. You can enjoy the finest coast-to-coast travel in history on United Air Lines' DC-7s—including the only nonstop flights from San Francisco to New York, fastest by over an hour, and the fastest service, also, from Manhattan to the Golden Gate.

Along with this magic speed—superb comfort! Full-course meals prepared by United's famous chefs . . . beverages and other enjoyable "extras" . . . extra-fast luggage delivery from a special baggage compartment adjoining the main cabin (a United exclusive) . . . many other new ideas that make United's DC-7s the finest in the sky.



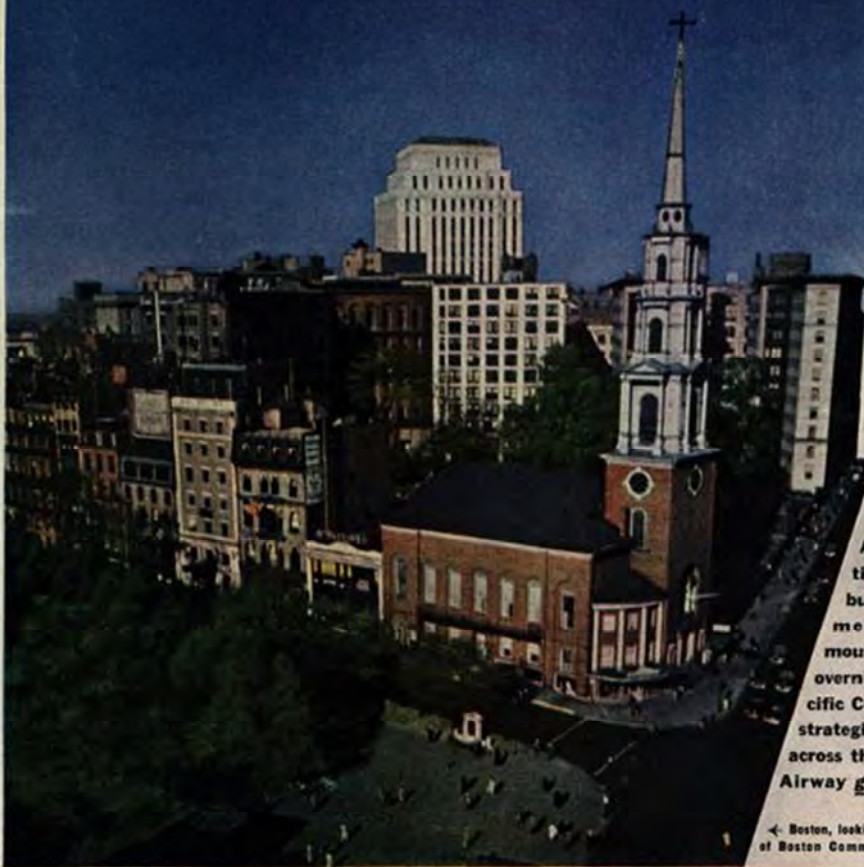
FOR RESERVATIONS CALL OR WRITE UNITED OR AN AUTHORIZED TRAVEL AGENT

Copy, 1954, United Air Lines

Time - March 19 45



BAY STATE TO GOLDEN GATE... IT'S THE MAIN LINE AIRWAY



Traditionally industrious New England, busy "workshop" of the Atlantic seaboard, a national leader in per capita buying income, a peacetime mecca for seashore and mountain vacationists—only overnight from the whole Pacific Coast on United's straight, strategic route. Serving 43 cities across the nation, the Main Line Airway goes where business is.

← Boston, looking down on Tremont Street, a corner of Boston Common and Old Park Street Church.

Next week we continue our series on United Airlines but I will return to our story and fill in a few more blanks about their history. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

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Robert Novell

February 11, 2011



Part Seven

1978 Airline Deregulation and the Future of United Airlines

The 1978 Airline Deregulation Act affected all of the major airlines in a negative way, including United. Economic trouble and labor problems left United with few resources and the airline experienced a high turnover of senior management through the 70s and 80s. Still, it pressed on.



<http://en.wikipedia.org/wiki/File:N775UA.jpg>

When American Airlines introduced its Advantage frequent flier program in 1981, United launched its Mileage Plus program – just a week later. United and American became very competitive and continue to be the primary competitors in the United States market to this day.

By 1984, United Airlines was the first airline to serve all 50 states. It had introduced service to several new destinations, including Atlanta, Memphis, Nashville, Fargo, Little Rock, Casper, Charleston and Jackson.

On May 17, 1985, United's pilots went on a 29-day strike claiming that the CEO was trying to break up the unions. CEO Richard Ferris attempted to assuage the problem by offering a word-for-word contract that matched American Airlines B-scale pilot pay rate. This ended up being much more generous than American's pay rates and the issue was resolved in an effort to avoid a strike.

In 1988, United set a new world record, flying a two-stop, around-the-world flight to raise money for the Friendship Foundation. This ended up being the fastest recorded flight around the globe but the record was broken by a Gulfstream IV business jet just a month later.

During the 1990s, United continued to expand rapidly and the decline of Pan American World Airways strengthened United's position. United was able to purchase many of Pan Am's routes to London Heathrow Airport and obtained rights to fly from Heathrow to Chicago. Increased competition with low-cost carriers led to some losses in the early 90s, but United continued to grow at a slower pace.



http://en.wikipedia.org/wiki/File:UA747-400_economy_2006.JPG

In 1997, United co-founded the Star Alliance group with Air Canada, Thai Airways, Scandinavian Airlines and Lufthansa. It also opened a major hub in Los Angeles that same year. The airline announced plans to acquire US Airways in May 2000. At the time, US Airways was valued at \$11.6 billion. However, the merger was considered to be a violation of antitrust laws so United withdrew the offer.

Even though United experienced a boom during the dot-com era, it lost \$2,137 million in revenue during this same time period and had to apply for a \$1.5 billion loan guarantee from the federal Air Transportation Stabilization Board. Its application was rejected and the company was forced to file Chapter 11 against bankruptcy in December 2002.

Still, United Airlines maintains operations to this day and is working its way through bankruptcy. It has invested in new projects and continues to compete with low-cost carriers and some of the major airlines. It has cut its flight capacity and has increased fares over the years, especially to overseas destinations.

Until next week please take care and fly safe.

Robert Novell

February 18, 2011



Part Eight

The Ads Tell a Story

This week we continue our series on UA but this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

25 News World Rept Dec 12 1952



1. "OVER SOUTH BEND at twelve thousand, estimating Chicago at one-zero." Your Mainliner captain, reporting by radio, is linked to United Air Lines' own communications system, one of the world's largest.



2. UNITED'S VAST communications network—which includes 26,000 miles of private teletype lines, 13,000 miles of private telephone lines, and two-way radio between all planes and the ground—is centered in Denver, United's operating base.



3. AND HERE IN DENVER, the "Mile-high City"—through this great communications system—the operating heads of United know the positions of all Mainliners at all times. They know the weather everywhere, and conditions at all ground stations. They can instantly direct reserve planes to places where extra sections are needed, provide for smooth connections, and keep the whole air-line running like clockwork.



4. YOUR MAINLINER makes a stop. Refueling and inspecting the plane, loading food, mail, express, attending to passengers—many jobs must be co-ordinated with other United flights that are landing and taking off. Central control from Denver, plus planned teamwork at the station, insures this co-ordination, helps keep your flight on time.



5. AS YOU ARRIVE ON TIME, remember the "watchers" in Denver, who have followed your flight all the way. Through United's efficient centralized control they've had a lot to do with making your Mainliner flight so dependable and so satisfying.

For reservations call or write United or an Authorized Travel Agent. COMPARE THE FARE AND YOU'LL GO BY AIR. © 1952 UNITED AIR LINES





United's new **DC-7**s offer history's **FASTEST** service to **SAN FRANCISCO**



Starting June 1 *The Continental* leaves at 4 p.m. arrives 10:30 p.m.
FASTER, FINER THAN ANY OTHER AIRLINE!

Cruise at 365 mph with a top speed of 410, as four mighty turbo-compound engines speed you through smooth, upper air at 25,000 ft.! On United's great new DC-7 Mainliner* "THE CONTINENTAL," you'll cross the continent before you know it, stopping briefly only at Denver along the way!

Full-course meals are table-served enroute, plus

snacks and beverages. On arrival, you'll enjoy extra-fast luggage delivery from the special cabin-level baggage compartment found only on United's DC-7s.

Make your reservations now! The return flight of "THE CONTINENTAL" leaves San Francisco at 8 p.m. and flies nonstop to New York in 7½ hrs.—more than an hour faster than any other airline!

See this great, new airliner Sunday, May 23 at Idlewild Airport, Free Exhibition, 10 a.m. to 4 p.m.

**United's New DC-7 Service
NONSTOP to LOS ANGELES
STARTS JUNE 18**

For reservations and general information call Murray HUN 2-7300 or an authorized travel agent.
For arrival and departure information call Murray HUN 2-6122.

FLY THE MAIN LINE AIRWAY TO
60 CITIES AND HAWAII



Save on these low-expense United vacations!



HAWAII. A completely different kind of vacation! Honolulu, Waikiki Beach, magnificent scenery and climate of the exotic "Paradise of the Pacific," 10 to 30 days. Only \$320 for a 9-day vacation (from San Francisco or Los Angeles).*



CALIFORNIA. See both San Francisco and Los Angeles. Round-trip fare \$216* (from Chicago) offers stop-over privileges at no extra cost. Go one way, return another; include a 2-day all-expense side trip to Yosemite for as little as \$33* additional.



COLORADO. Enjoy the colorful Rockies, Pikes Peak, dude ranches, resorts, exhilarating mountain air and outdoor fun, including all kinds of sports. All-expense vacations, 9 to 16 days. From \$202 for a 9-day vacation (from New York City).*



YELLOWSTONE. Stop over on your way to the coast (at no increase in air fare) and enjoy 2½ days in Yellowstone for \$71* extra (rail side trip from Salt Lake), all expenses included. Beautiful canyons, waterfalls, geysers—fine hotels and meals.

You're only a few hours away!



Bargain vacation packages save you dollars . . . and fast Mainliners save you the days to visit faraway places! Tour prices include hotels, sight-seeing, and all transportation.

For reservations call United or an
AUTHORIZED TRAVEL AGENT

*Plus Federal transportation tax. If you are nearer the destination than point of origin shown, price will be accordingly less.



FOR COMPLETE INFORMATION RETURN THIS COUPON

To: United Air Lines, Vacation Bureau
5959 S. Cicero Avenue, Chicago 38, Ill.

Send me, without cost or obligation, folders describing low-expense vacations in the areas I have checked below.

☐ Hawaii ☐ California ☐ Colorado ☐ Yellowstone

Name _____

Address _____



Now she's ready to serve you in the Mainliner Manner

This young lady is graduating from a girls' school which is one of the most exclusive in the nation. It's United Air Lines' Stewardess School, where only one out of 35 applicants qualifies to enter.

In money her tuition is low—in fact, zero. But it's extremely high in qualities that money can't buy—like good sense, good humor, fine character, a genuine liking for people, and an ability to serve them with tact and understanding.

So it's no wonder she's excited and proud as

she steps up to receive her wings and diploma, with her classmates, her folks, and United Air Lines officials looking on!

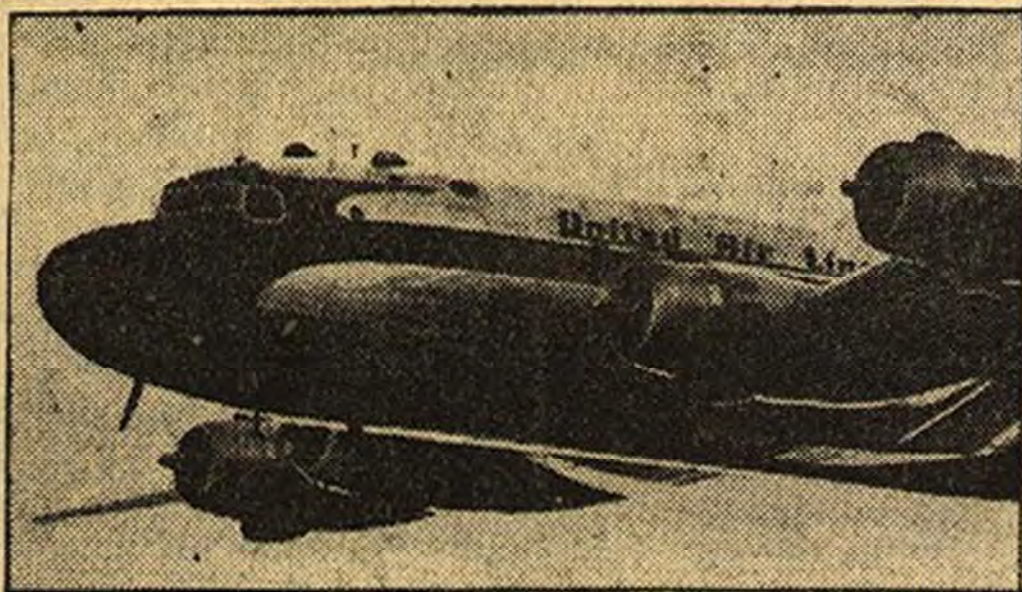
As she joins us on the big United Air Lines team, clad for the first time in Mainliner blue, radiant in all her youthful enthusiasm, she's a living symbol of Service in the Mainliner® Manner. *The right kind of people*, trained in the right way, assure you of this fine and friendly service whenever and wherever you fly United Air Lines.


Copyright 1963 United Air Lines

Serving you coast-to-coast, border-to-border and to Hawaii. For reservations to anywhere in the world call or write United or an Authorized Travel Agent.

THE AGE OF FLIGHT

...AND YOU



The Age of Flight, when almost everyone will travel by air, is already here. But right now the airlines are still faced with a big job—moving, the fastest way, essential civilian and military passenger-cargo traffic. That's why we don't always have space available for you.

However, with much additional equipment already on order, we hope that soon you can enjoy the speed, comfort and low fares offered by United Mainliners.



411-A Sixth Street
Call 4-2227 or Municipal Airport 3-7161

Next week we begin a new series on TWA and Howard Hughes and once again will present a four part series on one of the “Big Four”. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

The preceding ads are presented for educational purposes and cannot be reproduced or used for any other purpose.

Robert Novell

February 25, 2011

Transcontinental and Western Air, Inc



Howard Hughes and TWA

Part One

Standard Airlines---the Beginning of TWA



www.paulrichtertwalegend.com

Standard Airlines, which was a business venture of the Aero Corporation of California, began scheduled service in 1929 using a single Fokker aircraft operating between Los Angeles and Phoenix three times a week. This venture in air transportation was the brain child of three men---Paul Richter, Jack Frye, and Walter Hamilton. These three men are now referred to as the “Three Musketeers of Aviation” and would be the guiding force at TWA until the Howard Hughes Era.

After Standard Airlines proved they could make the concept work they were several mergers and buy outs that took place to move them into the era of the TWA as we know it today. The first was when Standard Airlines was acquired by Western Air Express in 1930. It is said that Pop Hanshue, President of Western Air Express, liked the promising growth he saw at Standard as well as their perfect safety record. The next event that shaped TWA occurred in 1930 when the government forced a merger of

Transcontinental Air Transport and Western Air Express, the new company was called **Transcontinental** and **Western Air**. This is the beginning of the TWA brand.

During the course of two short years a major brand was born. However, there was an additional event that occurred in 1931 that would accelerate TWA forward and change the complexion of aviation forever. This event was the birth of the DC-3, the greatest airplane of all time, and this occurred because TWA lost a Fokker F-10A in a crash. As a result, the President of TWA requested that Jack Frye write the specifications for a new airplane and submit those to the major aircraft manufacturers. Donald Douglas accepted the assignment and the result was the DC-1.



www.paulrichtertwalegend.com

TWA was known as the airline built by flyers and was marketed that way. They took the lead in aircraft development, upgraded service in the cabin, and expanded route service to meet the needs of the traveling public. Gone but not forgotten, TWA made aviation what it is today.

Next week, we continue the series on TWA and until then take care and fly safe.

Robert Novell

March 04, 2011

P.S. Interesting piece of history borrowed from the Paul Richtert web side. Worth a visit by one and all--- lots of history here.

The Boss is Bringing in the "Sky Chief"

This man is not one of TWA's regular pilots—he's their Boss. His name is Paul Richter, and his title is Executive Vice-President of TWA.

USUALLY you'll find Paul Richter at his desk in Kansas City—a competent executive, working hard at running this great transcontinental airline. But here he's pictured doing the job he "loves" — FLYING.

Paul Richter is a pilot over the sky of the "Sky Chief". He's bringing in the "Sky Chief".

Nothing unusual about this—at TWA. The fact is, from the president down, every one of TWA's top operating officials is an experienced licensed pilot!

Paul Richter and President Jack Frye began flying in the early 20's. Operations Vice-President Larry Fritz and Tommy Tomlinson, Chief Engineer, started their flying careers during the World War!

These Flying Executives know planes—and men. And they see to it that TWA has the best of both!

You'll sense the difference in TWA's service the moment you step aboard. You'll like the extra attention paid to passenger comfort...the delicious meals...the courtesy of your hostess...the efficient service of all TWA personnel.

On your next trip, enjoy with complete confidence the world's fastest, cleanest travel. Fly TWA—the airline run by flyers!



All TWA flights are flown by licensed pilots.

TRANSCONTINENTAL & WESTERN AIR, INC.
The Airline **TWA** *Run by Flyers*

www.paulrichtertwalegend.com

Transcontinental and Western Air, Inc.



The Ads Tell a Story

Part Two

This week we continue our series on TWA but this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

This is the summer to visit

EUROPE *by TWA*

...and now's the time to plan your vacation
by world-proved TWA Constellation

You'll find everything better in Europe this summer! Your dollar buys more... hotel accommodations have improved everywhere... and deluxe plans have been made to make your vacation a dream-come-true. But it's not too early to make your TWA reservations, while you have a convenient choice of world-proved Constellation flights to colorful Old World cities. By setting now, you can be sure of space on the dates that fit your plans best.

Look up your favorite European vacation spots on the TWA Blue map below,* and you'll find they're only hours from the U.S.A. For TWA's dependable 500-mile Constellation crosses the Atlantic overnight. And you can even sleep your way abroad in a spacious berth—part of TWA's famous "Ambassador" flight.

Fly via London and Germany, or through Paris and Switzerland to Rome... or extending through Madrid and Lisbon. TWA lets you go 600 miles—without stopping—and sleep off to rest on route at no extra charge. And on your TWA trip abroad, you always travel by Constellation... the airplane proof by over 25,000 Atlantic crossings!

*All flying from New York City. Check your road agent or TWA for exact schedule.

Look for
GARY GRANT & BESS BRANK
as "Mr. & Mrs. Henderson"
Every Sunday, 8:00 P.M. - 9:00 P.M.

You have a convenient choice of flights on the
WORLD'S LARGEST CONSTELLATION FLEET!

LONDON 11 hrs. 30 min.	PARIS 13 hrs. 30 min.
GERMANY 14 hrs. 30 min.	SWITZERLAND 16 hrs. 30 min.
ROME 19 hrs. 30 min.	MADRID 18 hrs. 30 min.
ATHENS 27 hrs. 30 min. (Direct flying from New York City)	

ARE YOUR TRAVEL AGENT or call TWA World Airlines
Washington 3-7100

18 CONSTITUTION TWA TRAVEL BUREAU:
18 New York Times • La Guardia Field • 624 Fifth Avenue • 630 Fifth Avenue
17 Broad Street • 1000 Broadway • 1000 Broadway • 1000 Broadway • 1000 Broadway
1000 Broadway • 1000 Broadway • 1000 Broadway • 1000 Broadway • 1000 Broadway

*Across the U.S. and overseas...
you can depend on*

TWA

TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

TWA TWA TWA TWA TWA TWA TWA TWA



ONLY
TWA flies world-proved
CONSTELLATIONS
coast to coast and overseas
CALL TRANS WORLD AIRLINE

Across the U.S. and overseas... you can depend on **TWA**

TWA TWA TWA TWA TWA TWA TWA TWA



TWA proudly presents
"The Ambassadors"

**TWA's NEW DELUXE
 CONSTELLATION FLIGHTS**
 NON-STOP TO
LONDON and PARIS

EFFECTIVE JANUARY SIXTH

TWA's London Ambassador
 departs New York every Friday at 8:00 PM,
 arrives London the following day at 7:30 AM.

TWA's Paris Ambassador
 departs New York every Saturday at 8:00 PM,
 arrives Paris the following day at 11:30 AM.

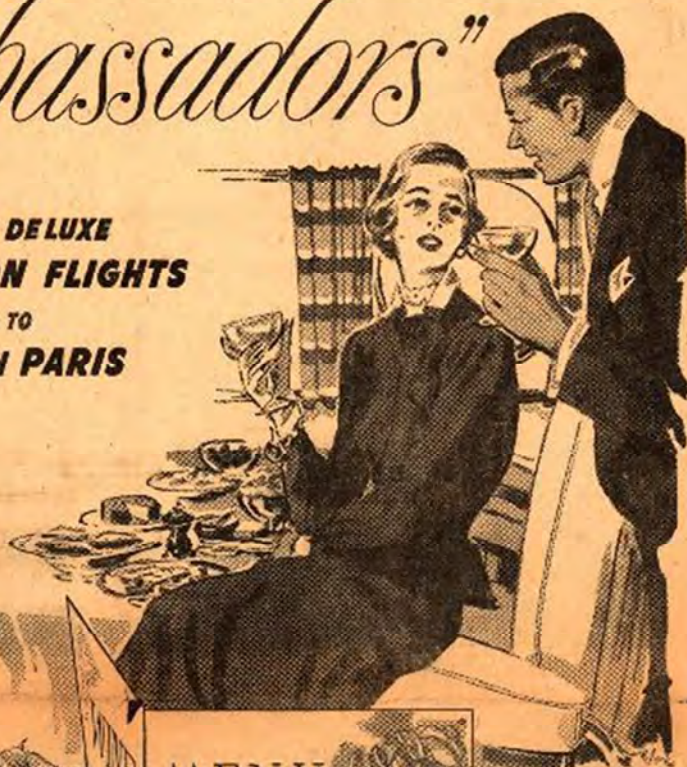
Make one of TWA's newest, fastest, most luxurious transatlantic flights your passport to pleasure next time you go abroad. Non-stop from New York to London and Paris, they offer you the ultimate in service, comfort and cuisine... plus the world-famous dependability of travel by TWA Constellation, the airplane proved by over 25,000 ocean crossings.

Passenger capacity is limited to assure you maximum comfort. Specially trained cabin attendants serve you delicious hors d'oeuvres, complimentary cocktails and a superb, full course dinner with champagne and liqueurs. There are special favors for the ladies. Yet for all these and many more pleasant "extras," the surcharge is only ten dollars over regular fare.

For reservations and information
 see your travel agent
 or call TWA at: EXington 2-7100



It's fun... and friendly... on an "Ambassador" flight.
 And smooth going all the way at TWA's fair-weather level.



MENU

Assorted Escapes

Fresh Lobster Cocktail
 Roast Chicken Beef Pork Lamb

Continental

Caviar Seafood

First Course with Main Course: Chicken, Beef, Pork

Duckling Potage Asparagus Timbale
 Heart of Romanesco Chilled Potato Salad
 Chilled Ribs Beans

Second Course with Special Apple Pie and Cider

Alma D'Orleans Assorted Salad Nips

Dessert

Champagne After Dinner Liqueur

Across the U.S. and overseas...
 you can depend on

TWA

TRANS WORLD AIRLINES

U.S.A. • EUROPE • AFRICA • ASIA



ny Times 3/17/44

Announcing

more Sky Tourist service from the
world leader in low-cost air travel

NEW LOW FARES

SPAIN and PORTUGAL

via **TWA**

the only direct service to Madrid from
the U. S.—\$334.30 from New York

Now the rich traditions, colorful events and scenic wonders of Spain and Portugal are yours to see and enjoy for little more than the cost of an ordinary vacation. For beginning April 3, Lisbon and Madrid will be included in TWA's world-wide network of low-fare Sky Tourist routes.

Here are just a few advantages of TWA's Sky Tourist service:

Big savings on your low-fare, Sky Tourist ticket—save \$102.10 between New York and Madrid alone as compared with First-Class fare.

World-proved TWA Constellations—famous for speed and over-ocean dependability.

Million-mile flight crews, over-attentive hostesses the same as on TWA deluxe service.

Deep-cushioned lean-back chairs—for restful comfort.

Best bill of fare in the air! Delicious full-course meals included free with your TWA ticket.

FOR IMMEDIATE RESERVATIONS see your travel agent or call TWA, Trans World Airlines.

LEXington 2-7100.

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. - EUROPE - AFRICA - ASIA



Who says, "IT'S A MAN'S WORLD"?

Not the woman who flies TWA. For since she's discovered the swiftness of TWA Constellation flight, her whole outlook has changed. Her horizons are broader... she's found new freedom and greater opportunity to see and enjoy. Not only that, she can travel alone without a worry in the world, enjoying service that befits a queen. Meals are served right at her seat; friendly TWA hostesses are always on hand to help smooth her way. Yes, women of all ages are going more places in the world today because of world-proved TWA.



Where in the world do you want to go? For information and reservations, call TWA, or see your travel agent.

[T2098]

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES



Next week we continue our series on TWA but I will return to our story and fill in a few more blanks about their history. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

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Robert Novell

March 11, 2011

Transcontinental and Western Air, Inc



Howard Hughes and TWA

Part Three

Howard Hughes the Man

Howard Hughes (Howard Robard Hughes Jr.) was born in 1905 and died in 1976. His life was controversial, to say the least, and his obsessive-compulsive disorder destroyed his life in later years. It is hard to believe that he had any and all advantages of life available to him but couldn't make it work. I think money can't always buy happiness but it can give you a good ride for awhile.

Mr. Hughes was born in Houston and raised by his Mother. His father was a wealthy industrialist but it is my belief that there was very little contact between him and his father, and it was in fact his mother's constant hovering over Mr. Hughes that may have been the source of his problems. However, I am sure she thought that she was helping him and not hurting him, but history tells a different tale.

As an aviator, engineer, industrialist, and film producer, he did at all. His success as a film producer was limited but all other avenues seemed to work. Mr. Hughes set multiple speed records. He built the H-1 Racer and the H-4, the H-4 is the Spruce Goose, and of course bought TWA and expanded their horizons. It should be noted that it was Jack Frye (see Part One of this series) who solicited the help of Mr. Hughes. Mr. Hughes responded by quietly buying up TWA stock until he had a controlling interest. Another point of interest about Mr. Hughes and aviation is that he suffered from tinnitus and the only place he found relief was in an airplane flying.

Mr. Hughes was considered a savior when he took over TWA in 1939, but before he was finished and gave up control of the airline in 1960, he had all but destroyed any hope that TWA could compete because he had kept them out of the jet age and allowed Pan Am, American, United, and others to set the standards while they continued to fly the Constellation. Carl Icahn would later finish the job but make no mistake. Mr. Hughes crippled the "*Flyers Airline*" and destroyed a brand that is gone but not forgotten.

Next week, we continue the series on TWA and until then take care and fly safe.

Robert Novell

March 18, 2011

Transcontinental and **W**estern **A**ir, Inc.



Part Four

The Ads Tell a Story

This week we continue our series on TWA but this week we are going to let the ads (advertisements) of the time tell the story. Enjoy.....



FLY ~~TWA~~ LONDON \$ 417

ROUND-TRIP THRIFT SEASON FARE FROM NEW YORK

*Sky Tourist Constellations. Delicious meals at slight extra cost. See your travel agent or call Trans World Airlines
Lexington 2-7100*



NOW FLY DIRECT ON TWA SKYLINERS **TO POINTS WEST**



TRY TWA FIRST FOR WARTIME TRAVEL



POINTS THE WAY

AIRLINES TERMINAL BLDG., PARK AVE. AT 42nd ST.
AND PENNSYLVANIA HOTEL
FOR RESERVATIONS, TELEPHONE

MURRAY HILL 2-1122



America is only Hours away

Think of it... New York, world's biggest and busiest city, is only *hours* away, by TWA, from almost half the world! So are Chicago, heart of

industrial America, and scores of other inviting regions, including that wonderful new world playground, America's Sunny Southwest...



FUN IN THE SUN! That's what awaits you, *right now*, via TWA's top-speed service to the heart of the Sunny Southwest. Plus superb sight-seeing and the very best in food and accommodations.



TWA's COMPLIMENTARY MEALS are so delicious they are preferred by many to the best on earth. What's more, courteous, capable personnel will prove that TWA is unexcelled for service, as well as speed.

YOUR TRAVEL AGENT REPRESENTS
TWA
 TRANS WORLD AIRLINE

*Flying is the way to travel
 and TWA the way to fly!*

All TWA passenger flights also carry mail and cargo



Lil. Inter'l

Mr. and Mrs. U.S. Public:

Do you know that

T. W. A. THE TRANSCONTINENTAL AIRLINE

was *first* to bring you *each* of these?

**1933-
THE DOUGLAS AIRLINER**

Conceived, and put into operation by TWA one whole year ahead of any other airline.

Now the most used type of passenger plane in the world.



TWA'S DEVELOPMENT—NOW A FAMILIAR SIGHT ON EVERY AIRPORT

**1934-
THE "AUTOMATIC PILOT"**

These were provided by TWA to give you smoother, safer flying—one year ahead of all other airlines.



DE-ICERS

TWA passengers were first to receive this protection.



**1936-
ANTI-STATIC RADIO**

First on TWA planes.



ALWAYS SHORTEST, FASTEST, COAST



FLY ~~TWA~~ LONDON

\$275

SKY TOURIST FARE FROM NEW YORK

See your travel agent or call TWA,
Trans World Airlines: LExington 2-7100

Next week we continue our series on TWA but I will return to our story and fill in a few more blanks about their history. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

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Robert Novell

March 25, 2011

Transcontinental and Western Air, Inc



Howard Hughes and TWA

Part Five

The Lockheed Constellation



The Connie, a nickname for the Constellation, was designed in 1939 to meet TWA's specifications for a long-range commercial transport. However, we all know now that this was a Howard Hughes airplane designed to meet his needs and specifications. The development of the Connie was done in complete secrecy, which was demanded by Mr. Hughes, with Kelly Johnson being the lead aerodynamicist for Lockheed. An interesting footnote for Kelly Johnson is that he later ran the "Skunk Works" for Lockheed where they developed the U-2 and the SR-71.

The design called for an airplane capable of carrying 20 passengers in sleeping berths, or 44 in a normal seating configuration, 6000 pounds of cargo, and cruise at speeds of 250-300 MPH at twenty thousand feet. The new design was designated Model-049 and flew its first flight in January of 1943, but because of the ongoing war TWA, nor Pan AM, received the aircraft they had ordered because they were pressed into military service and not released back to Lockheed until 1946.

In April of 1944 Jack Frye and Howard Hughes flew the prototype Connie from Burbank to Washington, DC for a select group of Generals to inspect. The flight made the trip in record time, six hours and fifty eight minutes, and as it taxied past the waiting newsreel cameras the Generals turned red with rage. Mr. Hughes had decided to paint the airplane in the red and white colors of TWA and not in the olive drab color of the Army Air Forces. The obvious problem with this was that Mr. Hughes did not own the airplane.

The Connie proved to be a winner for TWA and allowed them to take the lead nationally and internationally for some time, but things would change with the introduction of the Boeing 707 and the Convair series. TWA would continue to fly the Connie well into the jet age and this gave Pan Am, United, American, and others. This was an advantage that TWA would never recover from.

Next week we continue the series on TWA. We will be talking about Carl Icahn, and how he finished the job that Howard Hughes started and broke the back of *"The Flyers Airline."* Until then take care and fly safe.

Robert Novell

April 01, 2011

Transcontinental and Western Air, Inc.



Part Six

The Ads Tell a Story

This week we continue our series on TWA but this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....



TWA SALUTES SAFETY RECORD OF SCHEDULED AIRLINES OF THE UNITED STATES

**36 Aviation Safety Awards for 1949 announced by
the National Safety Council. The Council's
report, in part, follows:**

CHICAGO, June 14.—Thirty-six U. S. air lines today were named winners of the National Safety Council's 1949 aviation safety awards in recognition of their contribution to safe air transportation.

Thirty-five of these domestic, territorial and overseas air carriers, flying scheduled passenger runs, went through the entire year of 1949 without a passenger or crew fatality, accumulating a total of almost six billion passenger-miles. A passenger-mile represents one passenger carried one mile.

Although it failed to complete 1949 without a fatal accident, American Airlines set a new all-time record by flying 4,476,739,000 passenger-miles between Dec. 28, 1948, and Nov. 29, 1949, when its record was broken. American will receive a four-billion-mile award.

Two other air lines will receive awards for two billion miles as well as for completing 1949 without a fatality. They are United Air Lines with 2,086,210,000 passenger-miles since June 17, 1948, and Pan American Airways with 2,085,112,000 passenger-miles since April 16, 1948.

The billion-mile awards are based on multiples of two billion miles of safe operation.

In addition to a perfect record in 1949, three air lines were given special citations for reaching five-year anniversaries of operation without fatal

accident. They were:

Hawaiian Airlines, which added 1949 to its all-time record for consecutive years of safe flying to win the first 30-year award ever given. Hawaiian has never had an accident since establishment on Nov. 11, 1929, and at the end of the year had flown 268,020,000 passenger-miles without a fatality.

Mid-Continent Airlines, which qualified for the 15-year award by finishing 1949 with its record unblemished. Mid-Continent has not had a fatal accident since Nov. 15, 1934, and has accumulated 484,812,000 passenger-miles.

Braniff Airways, which completed 1949 without mishap to win a 10-year award. Braniff has flown 1,397,006,000 passenger-miles since its last fatal accident on March 29, 1939.

The foregoing citations are based on multiples of five years.

Among other air lines which received awards for completing 1949 without a fatality, Colonial Airlines led in consecutive years of safe operation and Trans World Airlines had accumulated the most passenger-miles. At the end of the year, Colonial had operated 19 years and eight months with a perfect record since its last fatality on April 18, 1930, and Trans World had rolled up 3,440,872,000 passenger-miles since March 17, 1947.

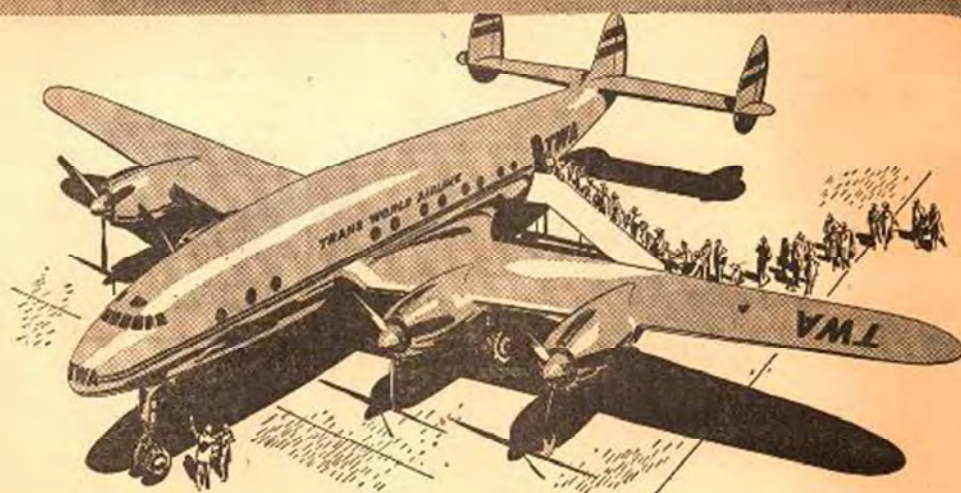
In addition to the foregoing references to American Airlines, United Airlines, Pan American Airways, Hawaiian Airlines, Mid-Continent Airlines and Braniff Airways, the Council named the following U. S. flag carriers, "which received awards for completing their 1949 scheduled passenger carrying operations without a passenger or crew fatality:

	Safe Miles Flown (in millions)
American Overseas	588.5
Chicago and Southern	613.7
Colonial	297.1
Continental	375.4
Delta	379.7
Inland	161.5
National	676.2
Northeast	264.9
Northeast	650.5
Pan American-Globe	633.6
Trans World Airlines	3,440.8
United, Moffett & Co. Inc.	11.7
Western	396.1
Caribbean-Airline	24.2
Challenger (feeder)	18.8
Empire (feeder)	17
Monarch (feeder)	22.1
Piedmont (feeder)	29.4
Pioneer (feeder)	82.3
Robinson (feeder)	8.1
Southwest (feeder)	67.9
Trans-Texas (feeder)	19.5
West Coast (feeder)	23.5
Wisconsin Central (feeder)	7.6
Cordova (Alaskan)	1.8
Elis (Alaskan)	3.3
Northern Consolidated (Alaskan)	4.3
Pacific Northern (Alaskan)	20.1
Rena Alaskan (Alaskan)	3.8
Wren Alaskan (Alaskan)	7.6

* Italic and emphasis TWA's

Trans World Airlines is proud of its part in this fine record, achieved by the smoothly functioning teamwork of experienced TWA employees in the air and on the ground.





★ TWA WILL BE FIRST TO FLY CONSTELLATIONS ACROSS THE ATLANTIC

Soon TWA will take delivery of the first commercial Constellations to come out of the great Lockheed plant — the first of a new 30 million dollar fleet.

Before long, TWA will begin the first Constellation service across the Atlantic, and soon half way round

the world to India.

The Constellation, developed originally for TWA, has been released by TWA for sale to other airlines. Eventually it will be flown by many of the leading airlines of the world.

★ TRANSATLANTIC FLYING TIME WILL BE CUT

Today it requires about a day to fly across the Atlantic. Using Constellations, TWA will cut this time nearly ten hours. Note the illustrations of time-savings in the next column —

New York To	Present Time	TWA Time	Time Saved
Foyner, Eire	23 hrs. 25 mins.	12 hrs. 30 mins.	9 hrs. 35 mins.
Lisbon, Portugal	29 hrs. 30 mins.	18 hrs. 10 mins.	11 hrs. 20 mins.

★ TRANSATLANTIC FARES WILL BE CUT TO REASONABLE LEVELS

The air fare from the United States to Foyner, Eire during 1939 was \$337.00. After the war broke out, this fare was raised to \$625.00. Today it is \$525.00.

This North-Atlantic fare of over 17¢ per mile is nearly four times the rate charged by competing airlines for travel in the United States.

TWA will establish reasonable fares for transatlantic traffic.

★ TRANSATLANTIC SERVICE WILL HAVE THE SAFETY AND COMFORT OF OVER-WEATHER FLYING

The super-charged cabins of TWA's Constellations are air conditioned for high-altitude flying. This means that you can fly over

the bad weather in the smooth upper air for greater safety and comfort.

Service on TWA's Trans World Airline will begin soon.

Schedules will be announced and supplied to your travel agent shortly.





ROUTINE STUFF

Flying the oceans isn't a new experience to TWA planes and crews. TWA has more than 8,700 overocean flights to its credit, starting in February 1942, with service to Cairo, Egypt. That was the pioneer overocean flight of any domestic airline for the Army Air Transport Command. Later TWA became the first U. S. airline to operate year-round schedules across the North Atlantic. Pictured above is TWA's new trans world system, the foreign portion of which is just as familiar to our crews as are the airways of our domestic routes. Wherever you live along TWA's transcontinental route, you will soon have direct, one-carrier service to key foreign centers halfway around the world to India and Ceylon. If you're going to Europe, Africa or Asia, see TWA or your travel agent now.

NEWFOUNDLAND
IRELAND
FRANCE
SWITZERLAND
ITALY
GREECE
EGYPT
PALESTINE
TRANS-JORDAN
IRAQ
SAUDI ARABIA
YEMEN
OMAN
INDIA
CEYLON
PORTUGAL
SPAIN
ALGERIA
TUNISIA
LIBYA

TWA
TRANS WORLD AIRLINE



The phenomenon shown here through the window of a TWA Constellation is what meteorologists call a "glory." It appears when the shadow of a high-flying plane is projected against a cloud of minute liquid droplets evenly scattered in air.

Glory of the High Way

Over the TWA high way, you wing past sights unknown on earth—at speeds many times as swift as the fastest surface transportation—between this nation's principal cities or those overseas. Yet however much you marvel at such miracles of flight, we aim to please you, too, with everything we do to make each trip a completely joyous journey. With trans world seasoned airmanship. With hostesses to whom your comfort is a career. And with the courteous cooperation of those of us you deal with on the ground. For such things are what make flying the way to travel and TWA the way to fly—on the only airline that operates top-speed Constellations coast to coast.



All TWA passenger flights also carry mail and cargo



— TWA-Trans World Airlines
 connecting offices
 TWA-route applied for

Next week we continue our series on TWA but I will return to our story and fill in a few more blanks about their history. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

The preceding ads are presented for educational purposes and cannot be reproduced or used for any other purpose.

Robert Novell

April 08, 2011

Transcontinental and Western Air, Inc



Howard Hughes and TWA

Part Seven

Carl Icahn and TWA

In 1983 TW Corp. decided to spin off the airline. The reasons were numerous but primarily focused on TWA's aging fleet and its inability to compete in a deregulated environment. As the wolves began to gather, to divide up the spoils of a failed airline, it was Frank Lorenzo and Carl Icahn that led the pack.

Lorenzo was first in line and TWA executives leaned toward him because they considered him an airline man and not a corporate raider. However, TWA's unions dug in their heels and said no. Anyone but Lorenzo was their cry and the unions began to pursue Carl Icahn. The unions offered Icahn numerous contract concessions and in turn Icahn promised to keep TWA intact.

It was not long before the workers of TWA realized that they had made a big mistake and the first to show their anger were the flight attendants who struck in 1986. Icahn immediately hired low-wage replacements and he was delighted with the new cost savings and profits. As far as Icahn was concerned, all flights, regardless of the airline, were pretty much the same. However, a poorly-trained, bad-mannered flight attendant or a surly customer service agent can bleed an airline of passengers. Still, Icahn was not concerned with such trivial matters.

As Icahn declared war on the workers, and the workers struck back by alienating the travelling public, there were a string of terrorist incidents that caused passengers to shun TWA. These events in turn created cash problems, forcing Icahn to sell off slots and gates at Chicago, as well as TWA's routes to London. The next step in the Icahn debacle was a prepackaged bankruptcy plan. This would have brought TWA to its end had it not been for the Pilots and Machinist Unions stepping in to stop the process.

As part of the deal to salvage the airline, Icahn had to go. He cashed out in 1992 leaving the airline in the hands of its creditors and employees. The story has a bittersweet ending because without Icahn, the airline began to move forward and achieve some success in the marketplace. As we all know, TWA flight 800 destroyed all hope and the airline was doomed. A great airline went down fighting and although they are gone they are not forgotten.

Next week we will wrap up our series on TWA and the following week will begin an eight part series on Eastern Airlines. Until then take care and fly safe.

Robert Novell

April 15, 2011

Transcontinental and Western Air, Inc.



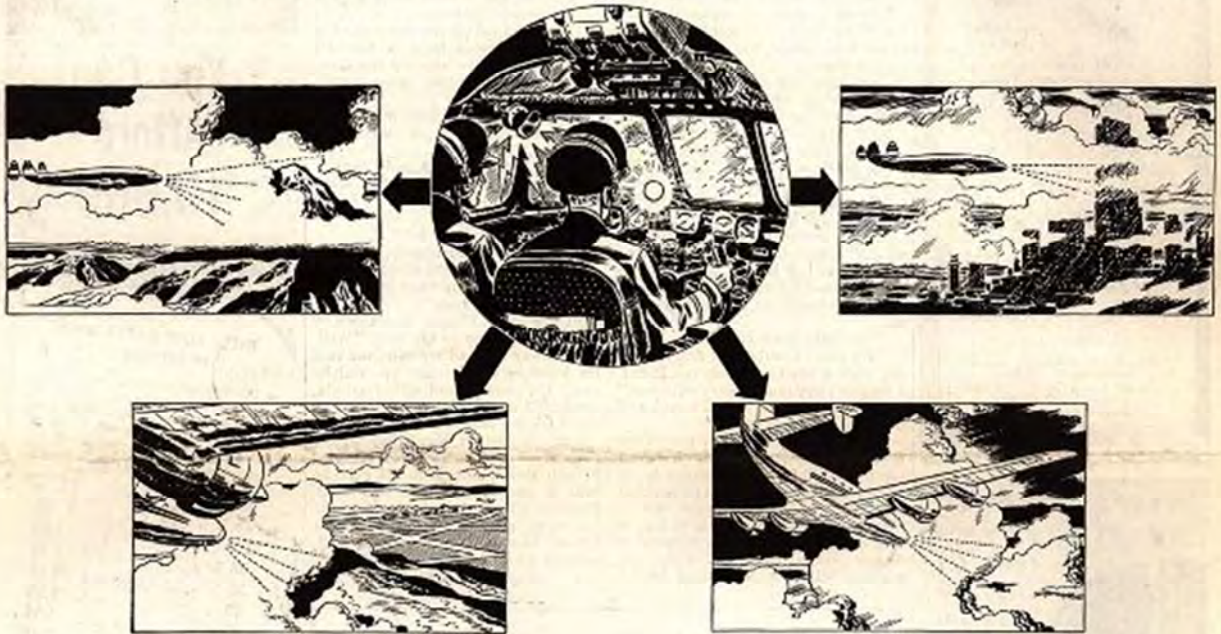
Part Eight

The Ads Tell a Story

This week we continue our series on TWA but this week we are going to let the ads (advertisements) of the time tell the story. Enjoy.....



Airline Radar is Here!



TWA

In conjunction with

HOWARD HUGHES

and the Electronics Dept.
of Hughes Aircraft Co.

ANNOUNCE THE FIRST AIRLINE RADAR

**NOW BEING INSTALLED
ON ALL TWA PLANES!**

Mr. Hughes' statement follows:

"This radar instrument warns the pilot (by a brilliant red light and a warning horn) the instant the airplane comes too close to the ground or any building, bridge, mountain, airplane, or other obstacle, regardless of darkness or weather conditions.

"I believe it will be of great assistance in our efforts to eliminate the type of accident which received so much publicity last year.

"For that reason, I am now installing this equipment on all TWA airplanes, and I intend to make it available as soon as possible, without profit, to all airlines throughout the United States."

Howard Hughes

TWA
TRANS WORLD AIRLINE



FIRST IN AIRLINE HISTORY!

TWA non-stop service Los Angeles to New York on Super Constellations

New York, October 20, 1953—A new era in air transportation began yesterday when a Trans World Airlines Super Constellation built by Lockheed completed the first scheduled NON-STOP flight across the U.S.A. from Los Angeles to New York. This will now be a regular part of daily TWA service from the West Coast at no extra fare!

Passengers board their luxurious TWA Super Constellation in Los Angeles at 7 PM Pacific Standard Time (10 PM New York Time) and arrive in New York City early

the next morning. With the extra speed of these Super Constellation flights, TWA established another new record in U. S. commercial aviation history... the first daily non-stop service coast to coast in less than eight hours!

Planning a trip to Los Angeles? Fly there on TWA's luxurious Super Constellation "Ambassadors," one stop via Chicago. Return via TWA's NON-STOP Super Constellation service—all at no extra fare! See your travel agent or call TWA, Trans World Airlines: **LEXINGTON 2-7100**.



At no extra fare passengers enjoy all the superb service that has distinguished TWA "Ambassador" Super Constellation flights coast to coast... plus the new speed and convenience of NON-STOP service! Sleeper berths available at extra cost.

Fly the finest... FLY TWA
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA



Is INDIA really far away? (only 2½ days by TWA)

The vast sub-continent called India is a far-off fabled place—by the mile-measure of earthbound men. Much too far, in fact, to be more than talk and travel pictures and wonder-filled names like Kashmir, Delhi and Shalimar. But look how the picture changes if you borrow a Skyliner's silver wings. It's only 2½ days to Bombay by TWA. And quick connections can be made there to all India and the Far East.



Your first taste of Skyliner travel will be a big adventure. The excitement of departure. The thrill of first being airborne. And then you ride 'way up there where the air is so smooth you can hardly believe four powerful engines are moving you onward five miles a minute.



"How long?" Instead of "How far?" is the way to think of distances to foreign destinations today. By TWA, it's only 13½ hours from New York to Ireland—not 5000 miles. It's only a few days to India—not a weeks-long voyage. And key cities here in the United States are brought much, much closer together with the fleet wings of TWA!

The kitchen on a "Consto" is a spick-and-span affair. And what "cooks" there is mighty good eating. You'll smack your lips when you see the TWA menu, complete from soup to nuts. And you'll love the wonderful between-meal snacks, too. All with TWA's compliments, of course.



Just the ticket for world travel

TWA

TRANS WORLD AIRLINE

U.S.A. • EUROPE • AFRICA • ASIA

P. S. TWA travel costs less than you think... and you can spend more time there when you go by air!

All TWA flights carry Air Mail, International Air Parcel Post and Cargo!



Spend more time there when you go by air! Talk to your travel agent next time you plan a trip. He'll show you a world of wonderful vacationlands—both at home and abroad—that lie within your time limits along the routes of TWA.



To cover more territory—to make more calls:

"TWA and AVIS, of course"

Here's the perfect travel combination for long trips. Simply call TWA and reserve a seat in a swift Constellation. And at the same time ask TWA to have an AVIS car meet you on your arrival.

You speed to your destination in hours aboard a luxurious TWA Constellation, enjoying superb service. And when you arrive, you drive away from the airport

in your AVIS Rent-A-Car... enjoying the convenience of your own car to make calls quickly. All AVIS cars are late models. And reasonable AVIS charges include everything—gas, oil, insurance and maintenance.

Try this wonderful travel combination on your next trip. Once you've enjoyed it, you'll say good-bye to tiresome highway travel forever.

Only TWA connects 60 U. S. cities with 21 world centers in Europe, Africa and Asia.

TWA
TRANS WORLD AIRLINES

The winning
travel combination
across the U.S.
and overseas

Avis
RENT-A-CAR SYSTEM

AVIS offices in over 250 cities in the U.S., Canada • England • France • Germany • Switzerland • Italy • Scotland • Ireland. A limited number of AVIS Rent-A-Car franchises still available. Write: 10734 Fullerton Ave., Detroit 4, Mich.





*"I thought it would be hard
to take the children so far!...
(until another mother told me about **TWA**)"*

"When Jim said he couldn't go, I nearly gave up the trip. The very thought of me taking these two 'angels' from coast to coast was just too much. Then one day at bridge club I heard Joan Shaw telling how she took all three of her youngsters all the way to Ireland by TWA Skyliner... and how it was really quite easy and inexpensive. Well, that settled it, and I'm mighty glad now.

"TWA people have been so helpful and pleasant, from the time I called TWA. They

told me how Jimmy can go for half fare because he's under 12, and Patty rides free since she's under 2. They've made sure we were comfortable throughout our trip, the meals have been delicious (they even have baby foods and bottles), and the children really have been angels. Patty's been sleeping most of the time; Jimmy's almost forgotten how to fidget. And just think, we're almost there already! You can bet I'll be telling all the girls about TWA."



Businessmen like convenient TWA flights that arrive in key cities at the beginning of business hours and leave at the end of the working day. And fast, frequent service means more time back home.



More Constellations coming! They're the planes you've chosen as you prefer... fast, powerful, dependable, world-proven. TWA is increasing its Constellation fleet about 75 per cent.



ACROSS THE U.S. AND OVERSEAS... YOU CAN DEPEND ON



TWA
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

Next week, actually it will be May 06, we begin a new series on Eastern Airlines as one of the “Big Four”. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

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Robert Novell

April 22, 2011



Eastern Airlines

Part One

Eastern Airlines before the Deregulation Act of 1938

Eastern Air Lines originally began as Pitcairn Aviation, and was owned by Harold F. Pitcairn, in the 1920s and was just a small mail carrier under the control of the U.S. Post office. In 1927, the airline won a government contract to fly a Pitcairn, PA-5 Mailwing single-engine aircraft between New York and Atlanta and connecting to Florida.

Time for a history lesson----



The Pitcairn PA-5 pictured above is on display in the Smithsonian National Air and Space Museum and has a very interesting history. The Pitcairn PA-5 Mailwing was

designed to carry air mail along the routes of the eastern United States. Efficient and economical, it helped build the route structure for what would ultimately become Eastern Air Lines.

The Mailwing NC-2895, built in 1927, was the prototype for a series of Pitcairn mail planes. It combined a square-steel-tube fuselage with wooden wings, both covered by fabric. After it became obsolete as a mail plane, this airplane served several private owners, survived a crash, and saw use as a crop-duster.

It was repurchased by employees of Eastern Air Lines, restored, and presented to company president Capt. Edward V. Rickenbacker, who later donated it to the Museum. The plane was restored in 1975 by veteran Eastern pilot Capt. Joseph Toth.

Now back to our story----

By 1929, the carrier had changed hands and was purchased by Eastern Air Transport. It wasn't until 1930 that the airline added passenger service to its route and was soon flying across sixteen eastern seaboard cities including Savannah and Augusta in Georgia.

This airline traversed all around Philadelphia, and during the 1930s, it was the primary carrier on the New York-Florida route that went through Atlanta. Unlike other carriers of the decade, Eastern Air Lines was the first national airline to turn a profit on passenger operations.

Even though the Air Mail Act of 1934 had broken up all of the major aviation holding companies in the United States, the airline had established itself as one of the "Big Four" --- which included United Airlines, American Airlines and TWA --- primarily because its main route system was still a product of the airmail network that had been subsidized by the federal government. Eastern Air Lines maintained its status for almost half a century.

When the government awarded the airline new contracts in 1934, it changed its name from Eastern Air Transport to Eastern Air Lines and was owned by General

Motors. It wasn't until 1938 that the airline would be positioned for a period of rapid growth. At this time, the airline was purchased by World War I flying ace Eddie Rickenbacker. Rickenbacker purchased the airline with a check for \$3.5 million from Alfred P. Sloan, and was heavily focused on innovation and growth.

Next week we continue the series on Eastern Airlines and I will let the ads of the time tell the story. Until then take care and fly safe.

Robert Novell

May 6, 2011



Eastern Airlines

Part Two

This week we continue our series on American Airlines this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

Eastern's Dependable Personnel inspires **CONFIDENCE** ..FLY EASTERN



As you fly Eastern, you have the confidence that those responsible for your well-being are of the highest caliber—knowledgeable and experienced.

Every Eastern employee is selected with meticulous care for dependability. Every employee is thoroughly trained in each phase of his work. He has a personal responsibility and desire to make your flight a happy and successful one.

Like its personnel, Eastern's New Great Silver Fleet has established a record for dependability covering billions of passenger miles. Now with its 50-passenger Super Constellations, 60-passenger New-Type Constellations, and 40-passenger Silver Falcons, Eastern is building an unsurpassed record for dependability. These airplanes are built fast and function—the most advanced in the world of air transportation.

Fly Eastern for DOUBLE DEPENDABILITY
DEPENDABLE AIRLINES • DEPENDABLE PERSONNEL
"Tried and Proven"
over billions of passenger miles!



Make advance reservations NOW

4 HRS. NON-STOP

Miami

DAILY DEPARTURES: 8:00 AM† 8:45 AM 10:00 AM* 10:30 AM 12:00 PM 2:00 PM* 2:50 PM
 3:00 PM† 4:55 PM 8:00 PM† 11:30 PM 11:59 PM† 1:00 AM *Non-Stop †Non-Stop AIRCOACH Flights

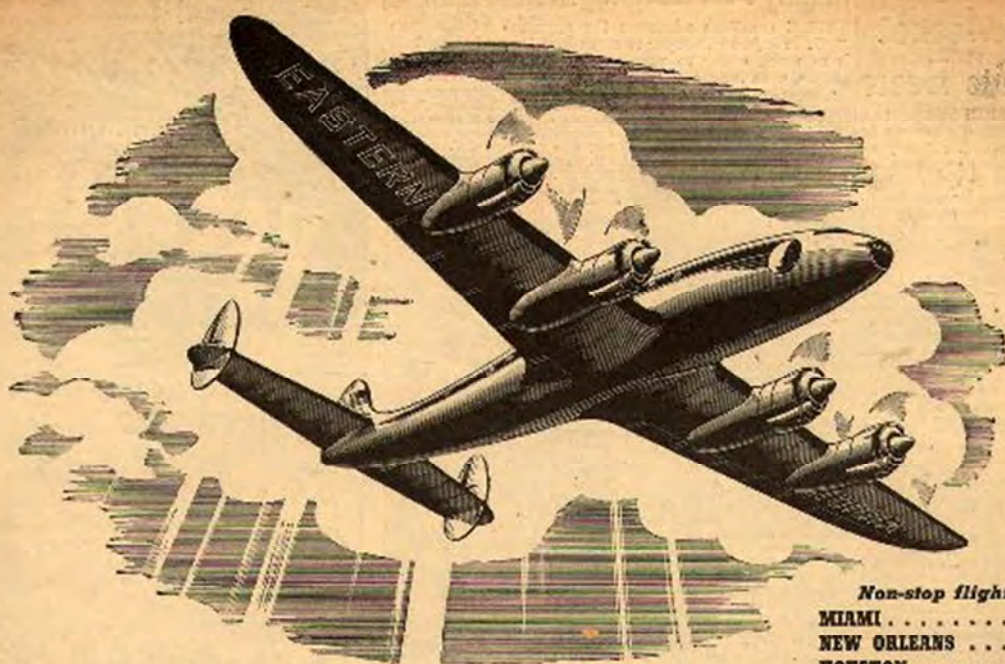
NON-STOP SERVICE		ONE-STOP SERVICE	
Washington	CONVENIENT SECURE DEPARTURES	Houston . . .	5 hrs. 27 min.
Atlanta . . .	3 hrs. 9 min.	San Juan, P.R.	5 hrs. 55 min.
New Orleans	4 hrs. 36 min.	Boston	57 min.
JACKSONVILLE . . .	4 hrs.	TAMPA	5 hrs. 18 min.
LOUISVILLE	3 hrs. 43 min.	ST. LOUIS	4 hrs. 35 min.
BIRMINGHAM	4 hrs. 19 min.	SAN ANTONIO	6 hrs. 50 min.

FLY THE WORLD'S MOST ADVANCED AIRLINERS

EASTERN'S NEW GREAT SILVER FLEET

To fly ANYWHERE IN THE WORLD call MUrray Hill 8-8000 or your travel agent

CITY OFFICES • AIRLINES TERMINAL, PARK AVE. & 42ND ST. • 30 ROCKEFELLER PLAZA • JPF BROADWAY • 1002 BRONXWAY • 200 LEXINGTON AT, N.Y.N.Y., N.Y.



Non-stop flights:
MIAMI 4 Hrs.
NEW ORLEANS . . . 4 Hrs.
HOUSTON 5 Hrs.
WASHINGTON . . . 1 Hr.

Eastern Air Lines Announces NEW-TYPE CONSTELLATIONS

EASTERN AIR LINES will soon put into service the New-Type Constellation. In our judgment it is the world's most modern airliner. It was chosen only after two years of the most careful consideration.

Our entire technical staff made exhaustive studies of all large commercial planes in production. They looked at various planes under all stages of completion. The answer for the best in air transportation is, in our opinion, the New-Type Constellation.

This airliner was developed from the Constellation that for three years had demonstrated such great dependability in long-range military service all over the world. It embodies every advanced feature of aeronautical design. Many of these features are exclusive to the New-Type Constellation—for example, the extra speed and dependability of four mighty Wright engines developing a full 10,000 horsepower.

We of Eastern extend our heartiest congratulations to Lockheed and to Wright Aeronautical for their great achievement in producing this—the finest of all airliners.

Earl B. Rickard
 CAPT. EARL V. RICKARD
 President and General Manager

World's Most Powerful Airliner!

Four new-type Wright Cyclone-18 engines tested and proven in long-range military service. 10,000 horsepower, greatest of any commercial airplane.

World's Most Dependable Airliner!

Greatest reserve of power—flies easily and can actually gain altitude even under full load, on any two of its four mighty engines.

World's Fastest Airliner!

Speeds well over 300 miles an hour—faster, smoother speed than any commercial airliner now in service.

The World's Most Modern Airliner!

New-Type Constellations go into service on Eastern Air Lines soon. Look forward to a new luxury, a new delight in air travel. Never before has there been a passenger plane like this one.

Besides being the most powerful, the most dependable and the fastest airliner in service, it will bring you a new standard in comfort, smoothness and convenience. Its semi-floating cabin is cushion-mounted on rubber to make your ride quiet, eliminate vibration and bring you smooth flight. You will find the seats deep down comfortable—you will admire the beautifully appointed interiors—you will appreciate the air-conditioned, comfort-controlled cabins for restful, refreshing flight at any altitude.



Aboard the New-Type Constellation, service is superb. There's a crew of five: a seasoned captain, a skilled pilot, a flight engineer to supervise all mechanical operations and two courteous cabin attendants.

This is air travel at its best and most modern. And Eastern is first again—with the world's most modern airliner.

These New-Type Constellations expand the services of the already famous Great Silver Fleet of DC-3's and DC-4's.

EASTERN Air Lines

THE GREAT SILVER FLEET



FLY EASTERN WHEN YOU GO—THERE'S NO FINER WAY TO TRAVEL



EASTERN'S TEAMWORK INSPIRES

...FLY EASTERN

Eastern employees are selected with meticulous care for **DEPENDABILITY**. Each employee is thoroughly trained in every phase of his work. He has a personal responsibility and desire to make your flight a happy and successful one.

Fly Eastern for **DOUBLE DEPENDABILITY**

Make advance reservations **NOW**

Daily Departures: 7:30 AM 8:00 AM† 8:30 AM 9:30 AM* 10:35 AM 11:00 AM*
1:20 PM 2:00 PM† 2:55 PM 3:00 PM† 4:55 PM 5:15 PM 6:00 PM† 11:30 PM
11:51 PM† 1:00 AM†

NON-STOP SERVICE

ONE-STOP SERVICE

FLY THE WORLD'S MOST ADVANCED AIRLINERS

EASTERN'S **NEW** GREAT SILVER FLEET

To fly ANYWHERE IN THE WORLD call MURRAY HILL 8-8000 or your travel agent

OUR THIRTY FIFTH • FIFTEEN THIRTEEN, FOUR FIVE & SIX ST. • IS BOWTIEVILLE HOME • THE BOWTIE • WEI BOWTIE • THE BOWTIEVILLE • BOWTIE • BOWTIE



New Type
Lockheed Constellation
...World's Most Modern Airliner

—Capt. Eddie Rickenbacker



"We of Eastern Airlines could have chosen any of the large airliners. After months of study and comparison, we decided on the new-type Constellations. We did so because we are convinced that they are beyond a doubt the world's fastest, most powerful, dependable and comfortable, the world's most modern airliners."

Eddie Rickenbacker

**Over the Atlantic Ocean
it's Constellation 3 to 1**

Flying the Atlantic is the supreme test of airliner efficiency and dependability. For many months past, the majority of these daily flights have been Constellation flights. As of May 15, Constellations were flying 80 Atlantic round trips per week—three times as many as any other scheduled transport.

Endorsed and chosen by distinguished airlines all over the world, this newest version of the famous Constellation brings a new kind of flying pleasure to air travelers everywhere.

MORE THOROUGHLY PROVEN. The proof is in the flying. Behind the Lockheed Constellation lie nearly a billion passenger miles of commercial service plus thousands of hours of operational experience for pilots, flight personnel and ground crews. Thus the Constellation is already the most thoroughly proven of the largest modern air transports.

FIRST CHOICE OF LEADING AIRLINES and world travelers on:
Aer Lingus—Air France—American Overseas Airlines—British Overseas Airways Corp.—Eastern Air Lines—KLM Royal Dutch Airlines—K.N.I.M. Royal Netherlands Indies Airways L.A.V. (Linea Aeropostal Venezolana)—Panair Do Brasil Pan American World Airways—Qantas Empire Airways Ltd. Trans World Airline.

Now more than ever—World Leader
Lockheed Constellation

LOOK TO LOCKHEED FOR LEADERSHIP—YEARS AHEAD IN THE SCIENCE OF FLIGHT

THOSE WHO KNOW FLYING BEST... FLY EASTERN



"No Sir—there's no substitute for
EXPERIENCE"

I've piloted my own planes for thirty years and have flown hundreds of thousands of miles on commercial airliners. And take it from me, my friends, in flying there's no substitute for experience.

That's why I say Eastern Air Lines' New-Type Constellation is a wonderful, wonderful plane. It's proved itself as the world's most dependable airliner over billions of miles.

Eastern has the experience I want on my side when I fly... that's why I choose Eastern. No Sir, there's no substitute for experience.

Arthur Godfrey

Arthur Godfrey, beloved star of radio and television, and himself a licensed pilot of many years' experience.

EASTERN'S EXPERIENCE GIVES YOU

DOUBLE DEPENDABILITY

★ DEPENDABLE AIRLINERS

★ DEPENDABLE PERSONNEL

"TRIED and PROVEN" over billions of passenger miles

FLY NEW-TYPE CONSTELLATIONS
MIAMI NON-STOP* 4 hrs.

II FOUR-ENGINE FLIGHTS DAILY

7:35 AM 8:35 AM* 9:30 AM 9:30 AM 10:40 AM* 2:00 PM* 5:25 PM 5:30 PM 6:00 PM
12:30 PM (SKYMASTER AIRCRAFT NON-STOP) 11:55 PM (SKYMASTER AIRCRAFT ONE-STOP)

W. PALM BEACH
NON-STOP*
3 Hrs. 45 Min.

DEPARTURES
8:30 AM* • 5:30 PM

TAMPA
DEPARTURES
9:30 AM • 5:25 PM
JACKSONVILLE
NON-STOP 3 Hrs. 11 Min.

MAKE YOUR RESERVATIONS NOW

TO FLY
ANYWHERE IN THE WORLD
CALL MU 6-3100
OR YOUR TRAVEL AGENT

21 YEARS OF DEPENDABLE AIR TRANSPORTATION

EASTERN Air Lines

THERE'S NO SUBSTITUTE FOR EXPERIENCE





Eastern again serves Newark airport

You can now enjoy the finest in air transportation direct from Newark as well as from LaGuardia Field!

To make flying The Great Silver Fleet still more convenient for thousands of air travelers, Eastern Air Lines is resuming service at the great Newark Airport.

For air travellers who need to get to impor-

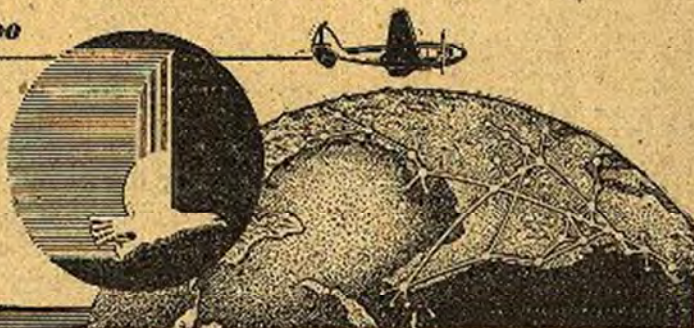
tant places—who want to save time—"Go Eastern" is now easier and swifter than ever! With the strategic locations of both Newark Airport and LaGuardia Field, passengers can board Eastern planes at either airport—saving many minutes in pre-flight travel time!

You can help us serve you better by making your reservations as early as possible.

For Reservations Call MURRAY Hill 6-3100

EASTERN *Air Lines*

FLY THE GREAT SILVER FLEET



Eastern's Dependable Personnel inspires **CONFIDENCE**

..FLY EASTERN



As you fly Eastern, you have the confidence that those responsible for your well-being are of the highest caliber—competent and experienced.

Every Eastern employee is selected with meticulous care for dependability. Every employee is thoroughly trained in each phase of his work. He has a personal responsibility and desire to make your flight a happy and successful one.

Like its personnel, Eastern's New Great Silver Fleet has established a record for dependability covering billions of passenger miles. Now with its 66-passenger Super-Constellations, 60-passenger New Type Constellations, and 40-passenger Silver Palomares, Eastern is building an unparalleled record for dependability. These airliners are both fast and luxurious—the most advanced in the world of air transportation.

Fly Eastern for DOUBLE DEPENDABILITY

★DEPENDABLE AIRLINERS ★DEPENDABLE PERSONNEL

"Tried and Proven"
over billions of passenger miles!



Make advance
reservations **NOW**

4 HRS. NON-STOP Miami

DAILY DEPARTURES: 8:00 AM† 8:45 AM 10:00 AM* 10:10 AM 1:20 PM 2:00 PM* 2:50 PM
3:00 PM† 4:55 PM 8:00 PM† 11:30 PM 11:59 PM† 1:00 AM *Non-Stop †Non-Stop AIRCRAFT Flights

NON-STOP SERVICE

Washington
Atlanta . . . 3 hrs. 9 min.
New Orleans 4 hrs. 36 min.

CONVENIENT
HOURLY
DEPARTURES

Houston . . 5 hrs. 27 min.
San Juan, P.R. 5 hrs. 55 min.
Boston 57 min.

ONE-STOP SERVICE

JACKSONVILLE . . . 4 hrs.
TAMPA 5 hrs. 18 min.
LOUISVILLE 3 hrs. 43 min.
ST. LOUIS 4 hrs. 35 min.
BIRMINGHAM 4 hrs. 19 min.
SAN ANTONIO 6 hrs. 50 min.



EASTERN'S NEW GREAT SILVER FLEET

To fly ANYWHERE IN THE WORLD call MUrray Hill 8-8000 or your travel agent

CITY OFFICES • AIRLINES TERMINAL, PARK AVE. & 42ND ST. • 30 ROCKEFELLER PLACE • 108 BROADWAY • 167 CHURCH ST. • 290 LEXINGTON ST. • B'KLYN, N.Y.



Next week we continue our series on Eastern Airlines as one of the “Big Four”. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

The preceding ads are presented for educational purposes and cannot be reproduced or used for any other purpose.

Robert Novell

May 13, 2011



Part Three

Eastern Airlines during World War II

During World War II, demand for military aviation equipment was on the rise because most of it was not produced in the United States. Still, with the help of Eddie Rickenbacker, Eastern Air Lines was able to deliver aircraft and personnel for the war effort in the United States. Rickenbacker wholly supported the war effort as a civilian and he personally pledged Eastern Airlines equipment and personnel to be used for the war effort.

The airline coordinated the purchase of additional international routes, and even acquired some of the competition. This trend continued throughout the 1940s and even more routes were opened during and after the war.

In 1942, Rickenbacker had received a letter of authorization from Henry L. Stimson, U.S. Secretary of War to visit England on an official war mission and he proceeded to make recommendations for better war operations. During the war effort, Rickenbacker had added the Douglas DC-4, Douglas DC-6 and the Douglas DC-7, one of the most advanced four-engine planes of its day, to the fleet.

World War II did stimulate growth of the airline industry in several ways. It was during this time that most of the airlines had stopped serving primarily as postal mail carriers and had shifted their focus to developing more routes and expanding operations. Many of the major airlines in Allied countries were also now free of lease contracts to the military, which meant that they could focus their efforts on

building civilian air craft. Demand for pressurized planes was on the rise, and competition between the "Big Four" and other major airlines picked up the pace.



"SEND THESE, THE HOMELESS, TEMPEST-TOST TO ME,
I LIFT MY LAMP BESIDE THE GOLDEN DOOR!"

—Inscription on the Statue of Liberty

Welcome Home!

AND now her lifted beacon hand bids welcome to her own. She gazes out to sea upon a mighty fleet of transports of the air, filled with her valiant sons returning from a work well done.

She bestows her benediction alike upon those who are home to stay and those who still must fight—but whose task will be done more quickly because their paths to Tokyo are the highways of the sky.

With compassionate eyes she looks upon the dawn of brighter days when all men everywhere will once more turn to paths of peace and these same transports of the air will span the far-flung continents in friendly trade between the nations of the world.

On foreign battlefields our boys have found their wings

and henceforth they will fly. They will want this means of travel in their daily lives—in fields of commerce—in leisure hours with days to spend in distant places hitherto beyond the reach of modest means.

Yes, air transportation which has so ably met the needs of war will play no little part in building a finer and a better land in which these men will find that peace and freedom for which they fought. Welcome home!

When you travel by Air make reservations early; please cancel early if plans change. When you use Air Express speed delivery by dispatching shipments as soon as they're ready. Air Transport Assn., 1515 Massachusetts Ave., N.W., Washington 5, D. C.

This advertisement is sponsored by the nation's airlines and leading manufacturers in the aviation industry

THE AIRLINES OF THE UNITED STATES
LEADING THE WORLD IN AIR TRANSPORT

A very interesting ad above, from 1945, best says what everyone in our country was thinking. Welcome home to all who served and thank you for your service; however, it is time to get back to the business of business.

These changes during World War II eventually led to a period that is known as the Jet Age and we will discuss how Eastern adapted to the new technology in the upcoming articles.

Next week we continue the series on Eastern Airlines and I will let the ads of the time tell the story. Until then take care and fly safe.

Robert Novell

May 20, 2011



Eastern Airlines

Part Four

This week we continue our series on American Airlines this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

N.Y. Times 10/31

NOW you can fly Eastern's



new
Daylight Aircoach

Daylight departures: 8:00 AM 3:00 PM 8:00 PM

Miami NON-STOP \$44⁰⁰ PLUS TAX

Evening Aircoach departures: 11:30* PM 11:59 PM 1:00 AM
* 2 STOPS

Featuring Eastern's dependable and experienced flight crews and famous Douglas 4-engine Skymasters "Tried and Proven" over billions of passenger miles.

FOR RESERVATIONS
 call **MURRAY HILL 8-8000** or your travel agent

CITY TICKET OFFICE:
 ATLANTA TERMINAL, PARK AVE. & 42nd ST. • 130 BROADWAY • 2407 BROADWAY • 14 ROCKEFELLER PLACE • 200 LORETTA ST. • NEW YORK, N. Y.

Eastern Air Lines

EASTERN'S NEW-TYPE CONSTELLATION

19.1% MORE POWER

THAN ANY OTHER 4-ENGINE AIRLINER

POWER is DEPENDABILITY



EASTERN gives you DOUBLE DEPENDABILITY

- ★ DEPENDABLE AIRLINERS
- ★ DEPENDABLE PERSONNEL

★ **19.1% MORE POWER** The New-Type Constellation's four engines, totaling 10,000 HP, are 19.1% more powerful than any other four-engine airliner in commercial service today.

★ **FASTEST, MOST DEPENDABLE** The New-Type Constellation holds most of the important transcontinental speed records. Cruises at well over 300 MPH, yet flies more smoothly and with less vibration than any other airliner.

★ **SMOOTHEST FLIGHT** The New-Type Constellation is the smoothest, quietest flying plane in the air—that extra power and stability is the reason.

MORE NEW YORKERS FLY EASTERN TO FLORIDA THAN ON ANY OTHER AIRLINE

*MIAMI 4 Hrs.	NEW ORLEANS 5 Hrs. 31 Min.
*JACKSONVILLE 3 Hrs. 11 Min.	HOUSTON . . . 6 Hrs. 34 Min.
*W. PALM BEACH 3 Hrs. 45 Min.	*BOSTON 55 Min.
TAMPA 5 Hrs. 36 Min.	*WASHINGTON . . . 60 Min.
(ST. PETERSBURG)	MEXICO CITY 13 Hrs.
*ATLANTA . . . 3 Hrs. 19 Min.	(VIA HOUSTON GATEWAY)
	(—ALL DAYLIGHT FLIGHT)

*NON-STOP

54 FLIGHTS DAILY NEW-TYPE CONSTELLATIONS
FAMOUS DC-3'S AND DC-4'S

SAVE 10%
on return ticket
**ALWAYS BUY
ROUND TRIP**

ONLY EASTERN FLIES
NEW-TYPE CONSTELLATIONS to the SOUTH
"TRIED and PROVEN"
OVER BILLIONS OF PASSENGER MILES

**MAKE ADVANCE
RESERVATIONS
NOW**

TO FLY **ANYWHERE IN THE WORLD** CALL MURRAY HILL 6-3100 OR YOUR TRAVEL AGENT

EASTERN Air Lines

20 YEARS OF DEPENDABLE AIR TRANSPORTATION



**IF YOU'RE GOING SOUTH OR WEST
FROM NEW YORK...**

**CALL AN
EASTERN EXPEDITER
FIRST!**

Flying gains time! Eastern Air Lines service to Mexico City is now doubled by the addition of another fast direct flight with a connection at Brownsville, Tex. This gives you the choice of early morning or evening departure, with stops at 6 intermediate stations.

Direct service to St. Louis with stops at Baltimore, Washington, Louisville and Evansville, Ind., provides New York with fast flights West.

Call **Murray Hill 6-3100**. An Expediter will do the rest with typical Eastern dispatch and precision. Time your traveling from New York! 5 hours, 31 minutes to Atlanta... 10 hours, 40 minutes to Houston... 13 hours, 37 minutes to Brownsville... 4 hours, 48 minutes to Louisville... 7 hours, 4 minutes to St. Louis... 8 hours, 26 minutes to Miami.

**EVERY DAY... 15 FLIGHTS IN... 15 FLIGHTS OUT
OF NEW YORK**

*Newark Eve News
1 Aug 44*



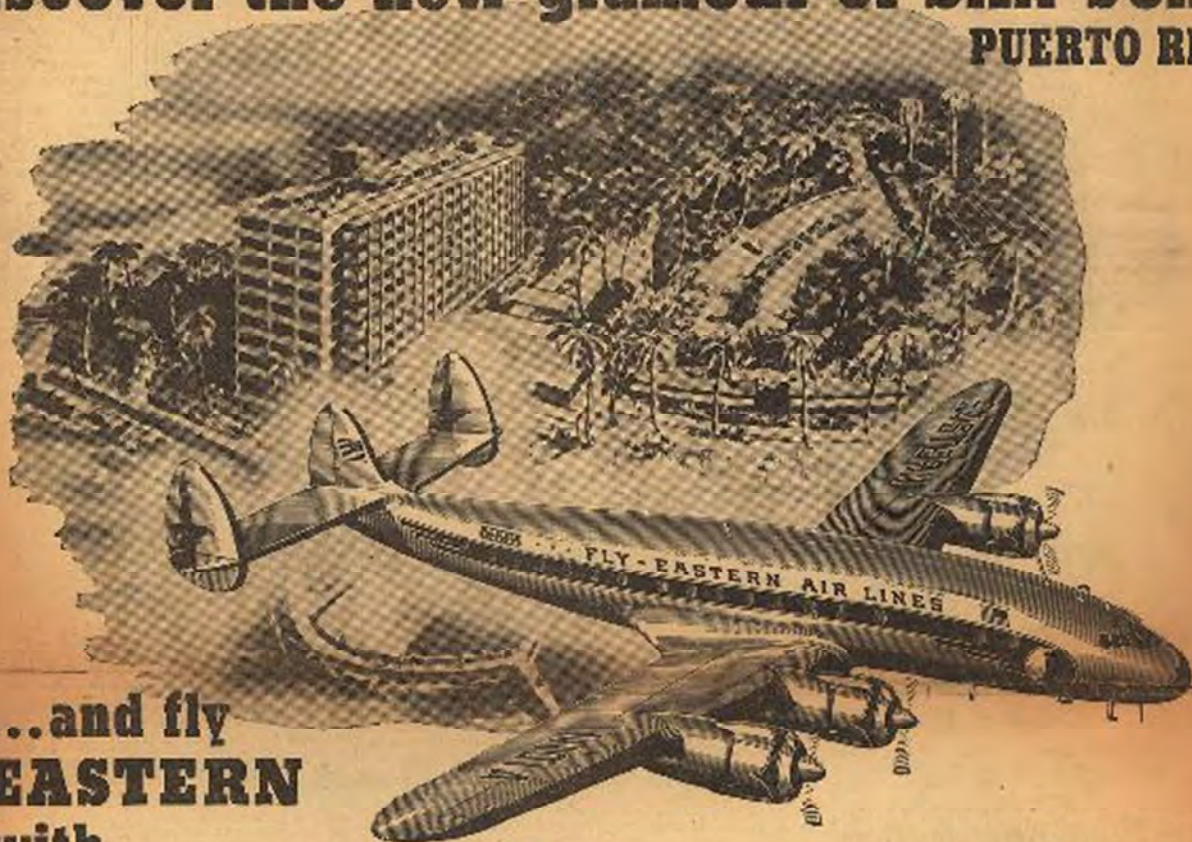
fly the



Silverliners

★ *Eastern will continue to add to its service as planes are released by the Army.*

For Your WINTER HOLIDAY... discover the new glamour of SAN JUAN PUERTO RICO



...and fly
EASTERN
with

THE WORLD'S MOST DEPENDABLE AIRLINERS

San Juan, Puerto Rico has long been known as a beautiful vacation area. The climate is perfect, with an average year round temperature of 72°. The scenery is breathtaking. The beaches are clean and white. The water is crystal blue.

And to add to its glories, San Juan boasts the world's most modern hotel, the fabulous Caribe Hilton, opening December 9th. Built at a cost of \$6,000,000, the Caribe Hilton

combines the latest post war developments in contemporary design and engineering skill. Each room opens to a private balcony for sun bathing. Rooms are spacious and luxuriously furnished. Yet prices are reasonable.

And to make everything just right—fly Eastern. Eastern's courteous service guarantees you **DOUBLE DEPENDABILITY** for your winter holiday in San Juan.

TO FLY **ANYWHERE IN THE WORLD** CALL MURRAY HILL 6-3100 OR YOUR TRAVEL AGENT

**NEW YORK to
SAN JUAN, P.R.**

only \$180⁰⁰
ROUND
TRIP
PLUS FEDERAL TRANSPORTATION TAX

EASTERN Air Lines

21 YEARS OF DEPENDABLE AIR TRANSPORTATION



Now

Single Reservation
TO

HAVANA

THROUGH RESERVATIONS
via **EASTERN**
and **PAN AMERICAN**

Fly to Havana, comfortably and luxuriously via Eastern Air Lines and Pan American World Airways connecting service in Miami. Take advantage of the extra speed, power and dependability of the world's finest airliners — Eastern's New-Type Constellations.

Call **MURRAY HILL 6-3100** or your travel agent

EASTERN
AIR LINES

THE GREAT
SILVER FLEET



Next week we continue our series on Eastern Airlines as one of the “Big Four”. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

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Robert Novell

May 27, 2011



Part Five

Eastern Airlines during the Jet Age

The Jet Age is defined as the time right after World War II when the major airline shifted away from using traditional planes to investing in the newest technology of the day. Jet powered aircraft, or “Jets” as the industry called them. These powerful, turbine-engine planes were capable of handling longer routes and for carrying more passengers than the older planes. These planes could make transcontinental and intercontinental flights more easily and efficiently, and as demand for air travel increased right after World War II, Eastern set itself apart from the competition by introducing a new serviced known as the “Air Shuttle”.

The Air Shuttle concept was designed to offer shorter flights on the hour much like a bus shuttle. All passengers flying on the Eastern Shuttle were guaranteed a seat without having to make a reservation in advance and passengers could simply board the plane when it arrived at the terminal, even before having to pay for their ticket---interesting concept especially for the 1960s.

The Air Shuttle concept was officially introduced in 1961 and was extremely successful after its launch. Eastern launched this special shuttle service with propeller planes including Lockheed Constellations and Electras. By 1967, the airline had introduced a whole lineup of jets and by 1978 shuttle service was comprised entirely of jets.

Later, the fleet included the Airbus A300, Lockheed L-1011 and the Boeing 727. Eastern Air Shuttle also sold some of its landing rights to Trump Airlines so that

they could run the Trump Shuttle. When US Airways bought Trump Airlines, it renamed it the US Airways Shuttle.

Eastern Airlines became famous for its “Wings of Man” advertising campaign, created by advertising agency Young & Rubicam. The campaign was later replaced by the “We Have to Earn Our Wings Every Day”, by the order of the new president Frank Borman.

Eastern Airlines continued to grow and opened up international routes to new areas, including Nassau, Bahamas and Santo Domingo. Expansion to Puerto Rico also takes place during this time.

Next week we continue the series on Eastern Airlines and I will let the ads of the time tell the story. Until then take care and fly safe.

Robert Novell

June 3, 2011



Part Six

Eastern Airlines

This week we continue our series on American Airlines this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

FLY EASTERN to FLORIDA
THOUSANDS ARE ENJOYING
luxurious Florida vacations at lowest rates ever



NOW HOTEL ACCOMMODATIONS FOR AS LOW AS \$2.00 A DAY
All the luxuries of Florida at just a fraction of winter rates
FLORIDA is DELIGHTFUL in the SUMMER
AVERAGE TEMPERATURE **78.8°**
COOL BREEZES • LOW HUMIDITY
WORLD'S GREATEST YEAR-ROUND SUMMER AND WINTER RESORTS

SAVE UP TO 67% on return portion of round-trip ticket
21-DAY EXCURSION TO FLORIDA

For DOUBLE DEPENDABILITY

SUMMER BARGAIN FARES

City	Round Trip	One Way	Child
DAYTONA BEACH	\$113.05	\$ 88.45	\$37.49
JACKSONVILLE	102.00	75.90	33.49
MIAMI	143.85	105.00	43.15
ORLANDO	118.45	84.30	39.39
TALLAHASSEE	131.15	88.10	40.30
TAMPA (St. Petersburg)	137.30	90.33	42.58
VERO BEACH	128.45	91.35	42.78
WEST PALM BEACH	138.50	94.00	45.54

1957 Fares subject to Federal Transportation Code.

LOW-COST ALL-EXPENSE 7-DAY AIR TOUR
to **MIAMI** for as little as **\$127.00** PLUS TAX
ASK ABOUT OUR MANY SPECIAL TOUR OFFERS

MAKE ADVANCE RESERVATIONS NOW
TO FLY ANYWHERE IN THE WORLD CALL MURRAY HILL 8-3000 OF YOUR TRAVEL AGENT

EASTERN Air Lines

★ DEPENDABLE AIRLINERS
★ DEPENDABLE PERSONNEL
FLY EASTERN'S FAMOUS DC-3's
4-ENGINE DOUGLAS SKYMASTERS
NEW-TYPE CONSTELLATIONS

"TRIED and PROVEN"
over billions of passenger miles

FREE EASTERN AIR LINES
Eastern Travel Kit
80 East 42nd St., New York 17, N.Y.
Please send me your free illustrated booklet
"TOP FLIGHT SUMMER VACATIONS."
Name _____
Address _____
City and State _____

NOW REDUCED EXCURSION FARES

LIBRARY

TO

SAN JUAN, P. R.

\$180.00 PLUS TAX—ROUND TRIP

RESERVATIONS AVAILABLE NOW
Call MUrray Hill 6-3100 or your travel agent

EASTERN Air Lines

AIRSHIPPED BY EASTERN

"The Modern Shipping Service"

**THE GREAT
SILVER FLEET**



FLY TO FLORIDA

WINTERTIME LUXURIES AT
LOWEST SUMMERTIME RATES



GREATEST SUMMERTIME BARGAIN

IN AIR TRAVEL HISTORY

50% REDUCTION

ON RETURN PORTION
OF ROUND-TRIP TICKET

21-DAY EXCURSION TO FLORIDA
(TRAVEL MUST BE COMPLETED BEFORE NOV. 1st)

FLORIDA is DELIGHTFUL in the SUMMER
AVERAGE TEMPERATURE **78.8°**
COOL BREEZES • LOW HUMIDITY
WORLD'S GREATEST YEAR-ROUND SUMMER AND WINTER RESORTS

FOR **DOUBLE** *DEPENDABLE AIRLINERS
*DEPENDABLE PERSONNEL
DEPENDABILITY

FLY EASTERN'S FAMOUS DC-3's
4-ENGINE DOUGLAS SKYMASTERS
NEW-TYPE CONSTELLATIONS

"TRIED and PROVEN"
OVER BILLIONS OF PASSENGER MILES

SUMMER BARGAIN FARES

CITY	Round Trip Fare	New Round Trip Summer Bargain Fare	Total Savings Includes Transportation Tax
DAYTONA BEACH ..	\$106.40	\$ 85.50	\$24.03
JACKSONVILLE	95.55	76.95	21.39
MIAMI	137.20	109.80	31.51
ORLANDO	111.90	89.85	25.36
TALLAHASSEE	90.05	72.60	20.07
TAMPA	113.90	91.45	25.82
(St. Petersburg)			
VERO BEACH	121.80	97.65	27.77
W. PALM BEACH ..	129.85	104.05	29.67

*All fares subject to Federal transportation tax.

Effective immediately and continuing through October 31st, Eastern is offering the greatest summertime bargain in airline history. Now enjoy Florida with all its luxuries at lowest summertime rates.

Hotel accommodations are available at a fraction of their wintertime rates. Amusement prices have been cut. It only takes a few short hours to fly anywhere in Florida...when you travel by Eastern.

MAKE ADVANCE RESERVATIONS NOW

YOU WON'T LOSE A DAY OF YOUR TRAVEL TIME WHEN YOU FLY **EASTERN**

TO FLY ANYWHERE IN THE WORLD CALL CENTRAL 1300 OR YOUR TRAVEL AGENT

EASTERN Air Lines

21 YEARS OF DEPENDABLE AIR TRANSPORTATION

FREE

EASTERN AIR LINES
Suite 707, 1017 Olive Street
St. Louis, Mo.

Please send me your free illustrated booklet
"TOP FLIGHT SUMMER VACATIONS."

Name _____
Address _____
City and State _____ State _____
P.D.—65

**NOW new
SILVER
FALCON
service**

**40 passengers
carry-on baggage**



**8 Additional
Flights Daily**

FLY EASTERN'S NEW GREAT SILVER FLEET

**37 flights daily to
WASHINGTON**

GREATEST DAILY SERVICE IN HISTORY

DAILY DEPARTURES

6:25 AM*	7:35 AM*	9:15 AM*	2:05 PM*	5:15 PM*	8:50 PM
7:15 AM	8:05 AM*	9:35 AM	2:40 PM	5:25 PM*	10:00 PM*
7:20 AM	8:07 AM	10:00 AM	2:55 PM	6:05 PM*	10:25 PM*
7:25 AM	8:10 AM	10:15 AM*	4:10 PM*	6:20 PM*	11:00 PM*
	8:40 AM*	10:15 AM*	4:30 PM	8:00 PM*	
	8:40 AM*	11:15 AM*	4:38 PM	8:15 PM	
	8:55 AM*	11:50 AM	4:50 PM*	8:32 PM	
		12:15 PM*			

*NON-STOP

**Call
MUrray Hill
8-8000**



Eastern Air Lines

NEW AIRCOACH SERVICE to MIAMI—only \$47⁴⁰* NON-STOP Leaving 11:30 P.M.

Effective Nov. 1st



**4-ENGINE
DOUGLAS SKYMASTERS**
used in Aircoach Service

Now, in addition to Eastern's aircoach service between New York and New Orleans and intermediate points, Eastern has added a non-stop flight to Miami. Flight leaves La Guardia at 11:30 P.M. Aircoach Service brings the luxury and speed of air travel within the means of all.

**THIS IS A REGULAR SCHEDULED AIR-
LINE OPERATION UNDER GOVERN-
MENT INSPECTION AND SUPERVISION
—AS ARE ALL EASTERN AIR LINES FLIGHTS**

**FLY EASTERN FOR
DOUBLE** ★ DEPENDABLE AIRLINERS
★ DEPENDABLE PERSONNEL
DEPENDABILITY
"TRIED and PROVEN"
over billions of passenger miles!

TO FLY ANYWHERE IN THE WORLD

CALL MURRAY HILL 6-3100 OR YOUR TRAVEL AGENT

**FLY AIRCOACH
SAVE TIME!
SAVE MONEY!**

CITY	FARE WITHOUT TAX	AIRCOACH FLIGHT TIME	SCHEDULE SOUTH BOUND FLIGHT 55SW	SCHEDULE SOUTHBOUND FLIGHT 55TW LEAVE
NEW YORK	—	—	Lv 10:05 PM (EST)	11:30 PM
WASHINGTON	\$ 8.60	1 Hr. 16 Min.	Ar 11:21 PM	N O N- S T O P ARRIVE 4:48 AM
ATLANTA	33.85	4 Hrs. 27 Min.	Ar 2:32 AM	
BIRMINGHAM	37.05	5 Hrs. 32 Min.	Ar 2:37 AM (EST)	
MOBILE	45.80	7 Hrs. 3 Min.	Ar 4:08 AM	
NEW ORLEANS	51.00	8 Hrs.	Ar 5:05 AM	
MIAMI	47.40	5 Hrs. 18 Min.	—	

* PLUS FEDERAL TRANSPORTATION TAX

MAKE ADVANCE RESERVATIONS NOW

EASTERN Air Lines

21 YEARS OF DEPENDABLE AIR TRANSPORTATION



Mr. President!
Mr. Sales Manager! Mr. Merchandising Manager!
Here is a sure way to
INCREASE your SALES
-with no added sales cost to you!

Eastern's "Incentive Vacation" Plan
is working for hundreds of business
organizations right now!

A COMPLETE VACATION YOUR SALESMEN WILL WANT!

Here's what it takes to keep your organization pushing right through the year—a fun-packed, health-renewing, morale-building free vacation, at the world's year-round playground, Miami Beach...or at fabulous Puerto Rico...in old New Orleans...in the great outdoors of a Texas Dude Ranch...and last but not least, fascinating historic New England, the cradle of our civilization...or at other fascinating vacation areas.

Tell them that the more they sell, the longer they stay...tell them they're working for themselves when they work just a bit harder...tell them that here's an unexcelled opportunity to trade the daily grind for the blue of the Sky and the magic of the Moon. Yes, tell them all about it—and watch those sales zoom!

A POWERFUL INCENTIVE FOR ADDED PUSH!

Use the glamour of such places as Florida and Puerto Rico and the charm of New England as a weapon in the struggle for more and bigger sales. You'll find that one picture of the charm of these fabled lands is worth a thousand words. Everyone loves a vacation...everyone loves to relax...and everyone makes an extra effort when you can offer that extra incentive. **Make your own job easier and increase your sales volume! DO BOTH WITH EASTERN'S "INCENTIVE VACATION" PLAN.**

EASTERN HELPS YOU TO KEEP THEM SELLING!

Here's how the "Incentive Vacation" Plan works. First, you tell your salesmen, distributors and dealers that their extra sales can now earn for them, their wives and families, a sun-packed, fun-packed, vacation at Miami Beach or Puerto Rico—that a wonderful time is theirs at these world-famous playgrounds the moment they make their quotas. **THEN WATCH THE SALES SPARKS FLY!**

While the sales drive is on, Eastern will help, if you wish, with a continuous stream of reminders to your sales, distribution or service team about the famed attractions of Miami and Puerto Rico. For example, a small bag of sand will carry the message, "Here's a part of your beach at Miami—if you make your quota!" A note from the manager of a San Juan hotel will offer "a beautiful room overlooking the Emerald Isle of the Caribbean—if you make your quota!"...there's no limit!

Eastern then flies all "Incentive Vacation" winners in luxury to the land of the sun and the gods...takes them from the airport to accommodations at a leading hotel...and then, after the time of their lives, flies them home again refreshed and exhilarated and ready for even greater quotas.

This plan is a proven success!

FOR MORE INFORMATION PHONE—Andy Diddel—TRAFFIC
 and SALES MANAGER at Murray Hill 8-7722 or

FLY WITH CONFIDENCE
Fly EASTERN
AIR LINES

26 YEARS OF DEPENDABLE AIR TRANSPORTATION



Eastern Air Lines'
"Incentive Vacation" Plan
is the sure way to:

- More Sales
- More Repeat Business
- Better Off-Season Business
- New Leads
- Higher Unit Sales
- And Higher Morale For All!

WHATEVER YOUR GOAL... Eastern's "Incentive Vacation" Plan will stimulate new enthusiasm with your salesmen, their wives, and families!



Mr. Salesman:

In case your boss is on the road it will pay you to bring this to his attention.

MAIL THIS
 COUPON

Eastern Air Lines
 "Incentive Vacation" Plan
 360 Fifth Avenue
 New York 17, N. Y.

Gentlemen: I am interested in your "Incentive Vacation" Plan as a stimulant to increase sales in our business. Will you please have your representative telephone me for an appointment.

Name _____
 Title _____
 Firm _____
 Address _____
 Phone _____

HT-4-15

Next week we continue our series on Eastern Airlines as one of the “Big Four”. I hope you will enjoy this look back in time and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

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Robert Novell

June 10, 2011



Part Seven

1978 Airline Deregulation and the Future of Eastern Airlines

Shortly after the jet age, Eastern Airlines faced the effects of airline deregulation. The 1978 Airline Deregulation Act shifted control of air travel away from the government and into the consumer market. This time period was significant for all airlines, and with the help of the Civil Aeronautics Board (CAB), allowed passengers to enjoy the benefits of competitive rates because of the market forces present in the airline industry. The FAA still had power over airline safety, but now airlines were free to “play” in the open market and could set their fees to compete with other airlines – instead of following those set forth by the Civil Aeronautics Board.

This forced Eastern Airlines into a competitive low-fare environment and the airline would soon struggle with financial issues. Even though the airline was headquartered in New York City, its large hub in Atlanta soon became the target of direct competition from Delta Air Lines.

In June 1975, Eastern Airlines Flight 66 crashed near John F. Kennedy International Airport in New York City, killing 115 people. That afternoon, the area had experienced severe thunderstorms and the downbursts of wind had made air travel particularly dangerous. Even though two other flights had reported problems trying to land at JFK that day, the air traffic controllers had ignored the warnings and decided to keep the runway open. Eastern Airlines Flight 66 was approximately a mile away from the runway when it was pushed downward by

high wind speeds. It was flying in from New Orleans. Seven passengers and two flight attendants survived the crash, but all of them had serious injuries.

Time for a history lesson-----

The Eastern Airlines flight, described above, was flown from New Orleans to NYC and crashed because of what was probably a microburst. This accident occurred in 1975 and in 1982 Pan AM flight 759 crashed departing New Orleans. The two accidents occurred for the same reasons---microburst. The National

Transportation Safety Board determined that the probable cause of Pan Am's accident was the aircraft's encounter with a microburst-induced wind shear during the liftoff, which imposed a downdraft and a decreasing headwind, the effects of which the pilot would have had difficulty recognizing and reacting to in time for the aircraft's descent to be stopped before its impact with trees.

Contributing to the accident was the limited capability of then-current wind shear detection technology; this, along with the similar crash of Delta Air Lines Flight 191 three years later led to the development of the airborne wind shear detection and alert system and the mandate by the U.S. Federal Aviation Administration have on-board windshear detection systems installed by 1993.

Now you know the rest of the story on windshear detection systems so, back to our story.....

By the 1980s, Eastern Airlines became the official airline of Walt Disney World and had adopted the slogan, "If You Had Wings" for all passengers enjoying a trip to Disney's Magic Kingdom. During the 1980s, the airline was also being run by Frank Borman, the new president and a former astronaut. By this time, the airline had inaugurated a hub at San Juan (at Isla Verde International Airport) and in 1982, had acquired the Braniff International's South American route network.

Eastern lost a lot of money when it started competing with the low-cost airlines, especially People Express which was able to cut its fares drastically by offering "no-frills" service. Ultimately, the airline was unable to keep up. In February 1987,

the FAA imposed a \$9.5 million fine against Eastern Airlines for various types of safety violations.

In an effort to recover and generate more revenue, the airline offered “Moonlight Specials” where passenger seats would become available for overnight passengers between midnight and 7 a.m. with stops at 18 cities. This was a “bare bones” type of service and designed to attract budget-conscious travelers.

Still, the airline continued to struggle financially and ended up laying off approximately 4,000 employees by 1988. It dealt with some hard blows including layoffs, the effects of canceled flights from strikes, and an inability to compete effectively after deregulation. The airline filed for bankruptcy protection in March 1989. In January 1991, the airline had made the official decision to shut down operations and an asset liquidation sale took place later that year.

Next week we continue the series on Eastern Airlines and I will let the ads of the time tell the story. Until then take care and fly safe.

Robert Novell

June 17, 2011



Part Eight

Eastern Airlines

This week we continue our series on Eastern Airlines this week but we are going to let the ads (advertisements) of the time tell the story. Enjoy.....

Times
6/2/48

FLY to

SAN JUAN

\$180.00 ROUND TRIP PLUS TAX

EXCURSION FARE

TRIED AND PROVEN DEPENDABILITY

Call MURray Hill 6-3100 or your travel agent

EASTERN Air Lines

EASTERN'S 20th ANNIVERSARY
20 YEARS OF PROGRESS IN
DEPENDABLE AIR TRANSPORTATION

**THE GREAT
SILVER FLEET**



EASTERN'S NEW-TYPE CONSTELLATION
...world's most dependable airliner

Greatest air travel bargain ever offered

"complete circle" air-cruise **\$180⁰⁰** PLUS TAX

See

Puerto Rico-Miami-Washington

For only \$180 plus tax you can complete this circle tour to San Juan and Miami and return, with stopovers at any city along the circle route—for as long as you wish up to 90 days.

You'll be fascinated by Puerto Rico, the Isle of Enchantment, with its rugged mountain scenery. You'll have the time of your life at Miami Beach with its marvelous hotels, clean white beaches, and every recreational facility. You'll return refreshed and relaxed with a healthy suntan and a lifetime of wonderful memories.

There's no currency exchange, no customs. No passport or visa is required. Your visit will include only the joys, none of the inconveniences of foreign travel.

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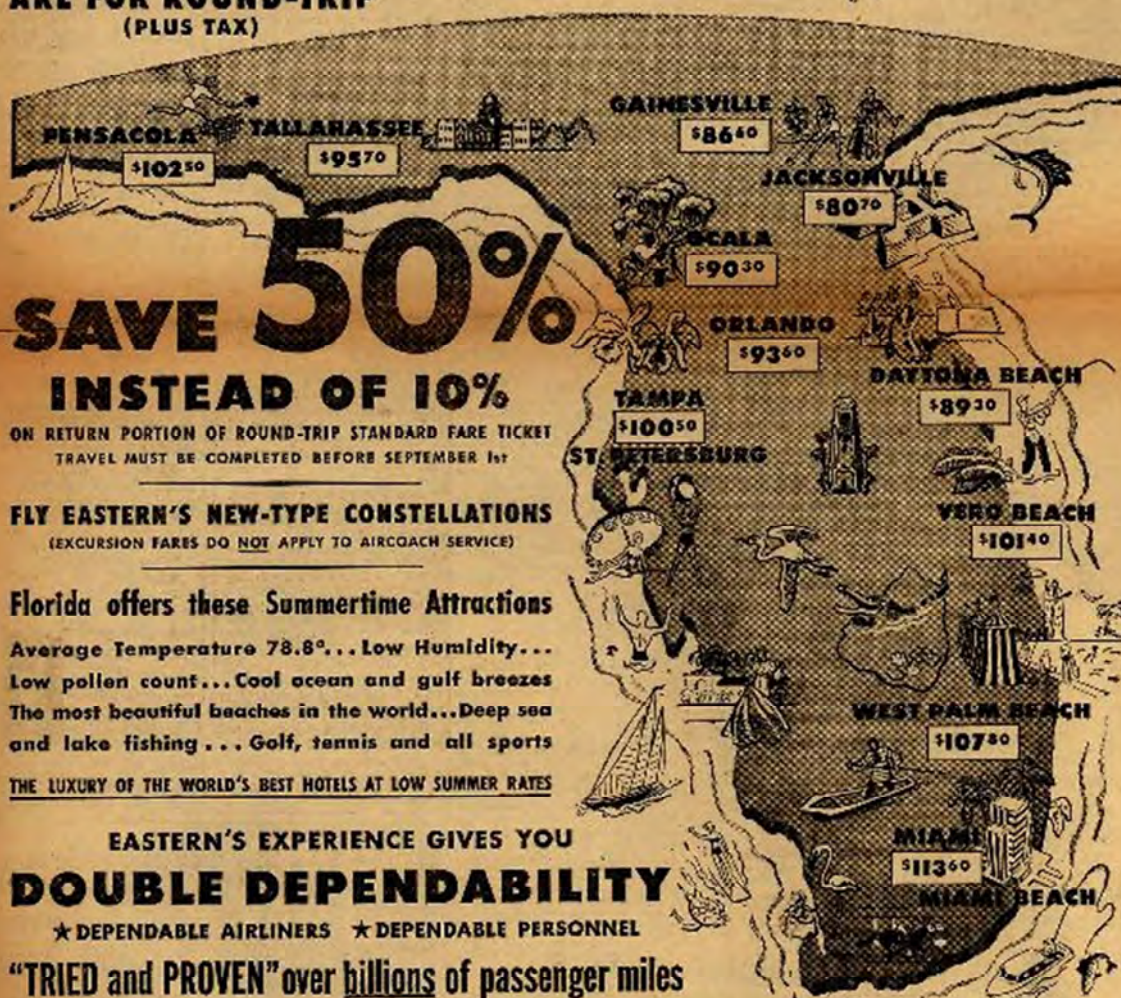


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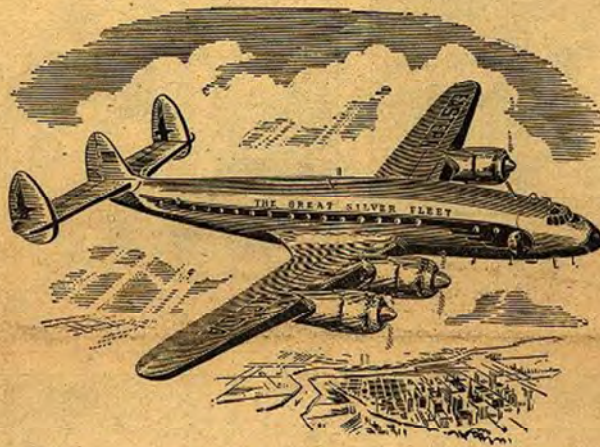


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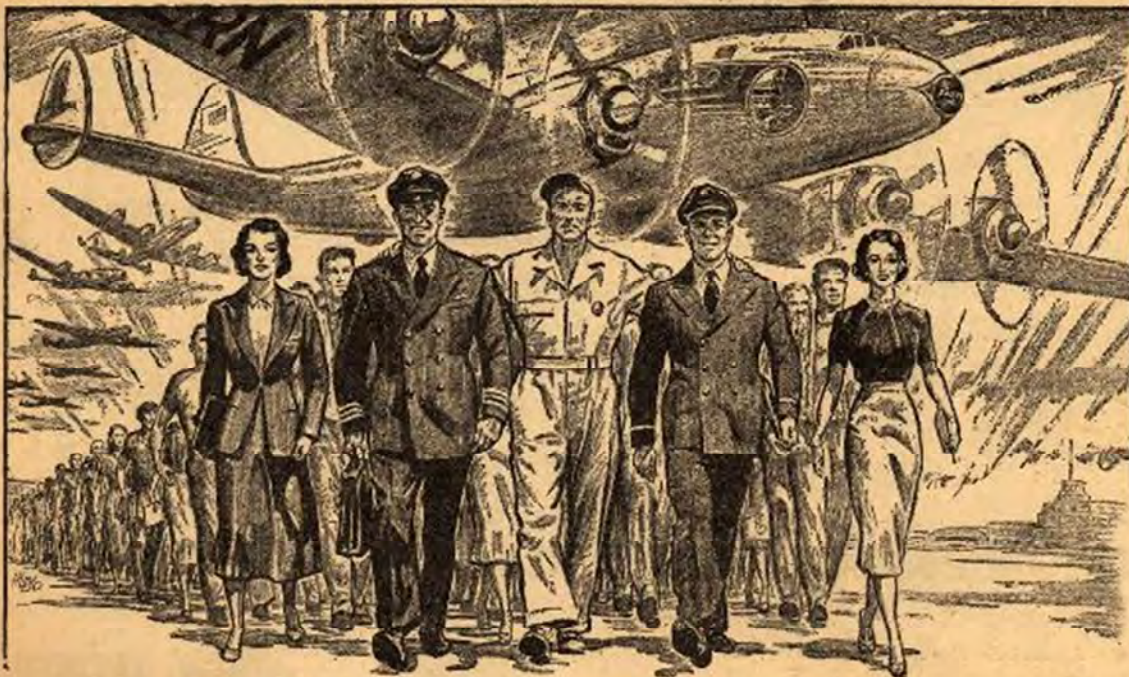
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This concludes our series on Eastern Airlines as one of the “Big Four”. I hope you enjoyed this look back in time. Next month begins a new series so stay tuned and as always take a few minutes each day to reflect back on your roots as an aviator and help me identify what we as “Gatekeepers of the Third Dimension” need to do to protect our profession.

The preceding ads are presented for educational purposes and cannot be reproduced or used for any other purpose.

Robert Novell

June 24, 2011

Thanks for letting 3DB be a part of your year

I hope everyone had a productive year and 2012 will be the same. There are many more articles available from 2011 which I did not include so please visit the web site – www.robertnovell.com – and review the remaining contents archived under 2011 or use the search engine to search for a specific article.

Thanks again for letting me be part of your year, take care, be safe/fly safe, and protect your profession.

Robert Novell

2011

