

# CAPTAIN'S LOG

Airline and Airliner quarterly



Another FIRST PLACE Hartford Convention photo contest entry to grace our cover, this one in the B&W print category. John Stewart of Ypsilante, MI, caught this United Air Lines Convair 340-31 on take-off. Ship N73107, s/n 8, was the sixth for UAL when delivered on 24 SEP 52 as the carrier's "Oakland". It went to Frontier in NOV 67, was converted to CV-580 standard and re-delivered to FL in MAR 68. Sold to Metro Airlines in JAN 82, the aircraft was still with them earlier this year.



#### WORLD AIRLINE HISTORICAL SOCIETY

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#### THE FLIGHT EXCHANGE

The CAPTAIN'S LOG will publish members' wants, trades and items they have for sale. These requests will be published in the "Flight Exchange" section of the LOG at no charge to Society members. Send this material to: Flight Exchange, CAPTAIN'S LOG, 3381 Apple Tree Lane, Erlanger, KY 41018 USA. Please send such requests on a separate sheet of paper, written or typed so it can be easily read. DO NOT include this material within a letter or on your membership/renewal form. If material is not sent on a separate sheet there is no guarantee that the request will be printed.

#### CONTRIBUTIONS WANTED

All members and interested parties who wish to contribute articles, pictures, or other material of interest to the membership are invited to do so. When sending in your material, please be sure to include your return address. All material, after publication, will be returned to the owner. The Editor welcomes ideas on material to be featured in future issues of the CAPTAIN'S LOG.

#### PUBLICATION DATES

The CAPTAIN'S LOG will be mailed quarterly to all members on approximately the 15th of January, April, July and October. The CAPTAIN'S LOG is mailed by permit in the U.S. so please allow ample time for delivery. One year membership/subscription eguals four issues of the LOG the first year and 12 months/four issues the second year. When you join the Society, you will be sent all current issues of the LOG for the year.

#### SUBSCRIPTION RATE

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Thank you

#### CAPTAIN'S LOG

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#### FLIGHT MANIFEST

- Take-off Talk
- 3 Hartford: looking back with fondness
- 6 Hartford Photo Contest Winners
- 9 Helicopter Airlines Rise and decline 16 Sticker Chatter
- 20 Around the World of Airline Scedules
- 28 Airline Modeling
- 32 Postcard Corner
- 33 Airline Happy Hour
- 33 Bookcase 34 Report from the Field: Burbank
- 37 Wings & Things
- 41 The Lockheed Twins: Part 3
- 45 Junior Crew Insignia
- 46 Courting Customers



The <u>CAPTAIN'S LOG</u> is the official quarterly publication of the <u>WORLD AIRLINE HISTORICAL</u> <u>SOCIETY</u>. Annual membership fee, which includes the CAPTAIN'S LOG, is U.S. \$14 per year. Members outside the U.S.A. and Canada can have their issues of the magazine mailed via Air Mail for an additional fee. For extra charges see inside front cover page.



For many years this was a common sight: a New York Airways helicopter (a Boeing Vertol 107 in this photograph) over New Yrk City). The airline once operated frequent shuttle services between Manhatten and the three NYC airports: JFK, Newark and LaGuardia. In this issue of the LOG we take a look at the rise and decline of airline helicopter services.

The <u>WORLD AIRLINE HISTORICAL SOCIETY</u> is open to all persons or groups interested in the collecting of airline memorabilia and the study of airlines and airliners. The <u>CAPTAIN'S LOG</u> is the official publication of the <u>SOCIETY</u> and contains articles and photographs on airlines and airliners and the collecting of various items of airline memorabilia. The ASSOCIATION operates world-wide and has members on all continents.

Members must report any changes of address promptly to the Society in order to receive their copy of the 'CAPTAIN'S LOG. The Postal Department will not forward permit mail. If we do not have your correct address, you will not receive your CAPTAIN'S LOG. To have a replacement copy mailed to you will cost you an additional \$4.00. There will be NO EXCEPTIONS to this charge. Please keep the Society current on your address. The name and address of the membership co-ordinator are listed on the inside front cover page.

Society memberships will expire at various times during the year. Check your membership number for your membership expiry date. The last four numbers represent that expiry date. Example: 0001FIRC1286 indicates this is membership number 1 and receives the CAPTAIN'S LOG via First Class Mail. The membership in this case expires at the end of December, 1986. You will receive several notices before your membership expires. Please get your renewal in as soon as possible. Thank you.

1

#### TAKE-OFF TALK

with the Editor

Here we are again: another issue of the Captain's Log is in your hands.
I hope you'll all enjoy it.

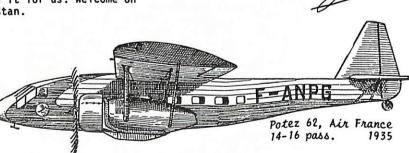
Much of the material in this issue is directly related to the Airliners International Convention held in Hartford, Connecticut, in July. It leaves no doubt: this annual event. which started as a small gathering hosted by Paul Collins 10 years ago. has grown to be a major convention. with people from all over the world attending. I for one feel darn proud to be associated with a group of individuals who and an organization which can pull this off year after year. For let's not forget that each and every member of the 10 convention committees, the people who keep the WAHS operating and the people who help me so faithfully with material for the Captain's Log, are all VOLUNTEERS. We have no fulltime, paid executive director or manager, no secretaries, no paid editorial staff. Except for one or two individuals who are retired. each and everyone of us have our regular jobs to go to every day. The work of organzing conventions, running the WAHS and writing and publishing the Captain's Log is done after we come home from working for a living.

Back to this issue of the Log. We have a new contributor on board. Stan Baumwald of Lighthouse Point. Florida, has volunteered to write regularly about "Kiddie Wings". or Junior Crew Insignia as they are called with more reverence. These items are a much-neglected aspect of our hobby of airline memorabilia collecting and for that reason we are glad to have Stan shed some light on it for us. Welcome on board, Stan.

In this issue we look at airline helicopters and helicopter airlines and the rough ride they have experienced everywhere. When helicopters first came on the civil market after World War 2, they held much promise for civil aviation. Visionaries saw them link city centers with airports and operate interairport and short intercity services on a massive scale. But the visions soon faded away when the unfavorable operating economics became apparent in trial services. Today, only the military use helicopters in massive numbers. But then, they don't have to explain operating losses to their shareholders. And even though large helicopters are the size of the DC-3 and carry as many or more passengers, the "DC-3 of helicopters" hasn't been designed yet.

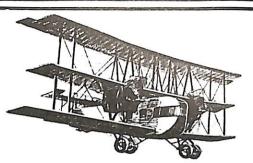
During the past months I have received several large and small contributions from a number of readers. I will publish many of those in the next two issues of the Captain's Log. This brings me to another point I'd like to emphasize: we very much welcome your contributions in text and photographs. Sometimes you may have to have some patience to see it appear in the Log, but it will be published. The Captain's Log is YOUR magazine. We like to publish what YOU would like to see in it. So, even if you are not able to write articles or submit photographs, drop us a line to tell us what you'd like to see. Your wishes will be reckoned with.

That's all for now. Happy Landings!



OUR APOLOGIES TO: Don Thomas and Tony Herben. The three historic Canadian Pacific Airlines stickers at the top of p. 24, previous issue, were supplied by Mr. Thomas, not as said Bill Demarest. Due to a large number of Convention photographs, I have been force to hold over to the next issue most of his postcard colum and cards. Sorry! Richard Fedorco. In this case too, the Convention photographs forced me to hold Mr. Fedorco's photographs over to the next issue. Sorry!

Also, for the same reason I must hold over to the next issue the second part of my own Boeing 247 history.



Two issues ago I asked for information on the Russian KOMTA air-liner of 1922. Two readers have responded by sending details. They are Bill Stubkjaer of San Jose, CA and Don Gillmore of Morristown, NJ. Thank you both. gentlemen!

The Komta (also Kometa - Comet) was built by the Kommissii po Tyazheloi Aviatsii (Commission for Heavy Aviation) in 1922 under the leadership of Prof. N.Y. Zhukovski (or Shukowski). It was completed in 1922 and seated two crew and up to eight passengers in a fuselage built of wood with metal fittings and covered with fabric. The wings were of the same construction. The two WW1 Fiat engines of 240 hp each were mounted under the centre wing. A triplane layout had been chosen to provide enough lifting surfaces. Test flights took place in May, 1922, but performance proved poor because of the aircraft's high weight, lack of sufficient engine power, too much drag created by the external bracing of the wings and because the aircraft's centre of gravity was too far aft. No production was undertaken and the Komta ended its days as a gate guardian it a military academy.

Span 49ft25in (15m); Length 31ft 10in (9.70m); Wing area 979.5sqft (91 m<sup>2</sup>); Empty weight 5,8421bs (2,650kg); Loaded weight 7,8261bs (3,550kg); Max speed 81mph (130 km/h); Ceiling 1,968ft (600m).

Both Mr. Stubkjaer and Mr. Gillmore supplied this information from the books "Russian Civil and Military Aircraft 1884 - 1969" by Heinz J. Nowarra and G.R. Duval, Fountain Press, London 1971 and "Aircraft of the Soviet Union" by Bill Gunston, Osprey Press, London 1983. Mr. Gillmore also sent information from "Die Luftfahrt der UdSSR, 1917 - 1977" by Karl-Heinz Eyerman.

#### HARTFORD: looking back with fondness

Everyone I talked with agreed: the 10th Anniversary Airliners International Convention at Hartford, CT., on 17-19 JUL was a huge success. The numbers and facts don't lie: 545 registered participants, plus another 150 or so weekend walk-ins, 270 people at the Saturday night banquet, several great displays to look at and two interesting excursions.

Convention participants came from 13 different countries, including places as far away as Chile, Australia, Japan and Europe, and from 34 states of the U.S.A.

But the success of Hartford '86 is more than cold numbers and facts. There are the many new and renewed friendships, the trading and dealing in which everyone came out a winner,



Hartford 1986 IOTH ANNIVERSARY

and simply the fact of being with so many like-minded people are what the convention was all about.

The convention committee of Bill De marest, Tom Norwood and Bill Ailkien quickly rounded up more rooms in another hotel when it turned out the Parkview Hilton could not accommodate all WAHS convention participants because several members of another convention, held earlier in the week, had decided to stay on for a day or so more.

OFF TO A FLYING START

The convention was off to a flying start as early as Thursday afternoon, when long line-

ups formed at the registration table. Everyone who registered was processed quickly and efficiently and was presented with a bag with various "goodies" donated by a number of airlines. And boy, did the bag itself ever come in handy while buying and trading later!

The real mingling, however, did not

start until the evening's welcoming cocktail hour, hosted by WAHS founder and president Paul Collins. It was here that I had the pleasure of meeting in person for the first time several of the Captain's Log editors, as well as a few people who I had known so far only from their correspondence.

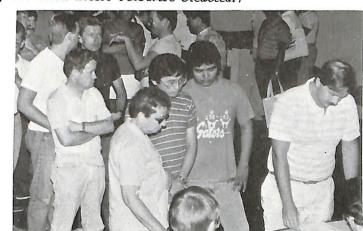
The large display hall opened Friday morning and right from the 9 a.m. start, there was frenzied buying, selling and trading all over the place. It was so busy and the lineups were so long at some tables, that I just did not bother waiting. I simply moved on to other areas, to return to the first tables a little later. Since there was lots to buy everywhere, I don't believe I missed anything that I really wanted but was beaten to by someone else. In any case, I ran out of money long before the vendors ran out of material I would have liked to buy.

Several editors have commented in their contributions in this issue about various aspects of the convention, and it serves no purpose to repeat here what they have said. I refer you especially to Don Thomas's Sticker Chatter and Gerry Cole's Airline Modeling, as well as Bill Demarest's Postcard Corner and Al Tasca's Airline Happy

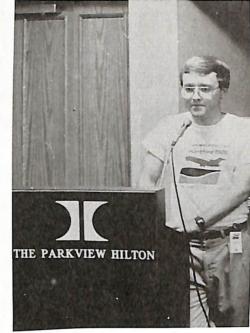
I did not go on the trip to the Pratt & Whitney engine plant, but several participants told me it was worthwhile and they had enjoyed it. I did go to the New England Air Museum and was very impressed with

(Left): THE BOSS AND HIS PRIZE ... WAHS founder and president Paul Collins with prized acquisition - a desk-top model of Gulf Air 737. (Bottom left): LOOKS PRETTY GOOD SO FAR ... Convention chairman Bill Demarest in centre, seems content with turnout. (Bottom right) WHERE DO THEY ALL COME FROM? ... Line-ups for registration, as seen from behind the registration table. (All photos by Joop Gerritsma unless otherwise credited.)











YOU'VE GOT YOURSELF A DEAL (top left), -Jeff Magnet of Cambridge, Mass, clinches a sale with a customer. IT'S LONEY AT THE TOP (top center) -Convention chairman Bill Demarest talks at WAHS business meeting. NOW, THAT IS TRUE DEDICATION (top right)-Unidentified slide collector immersed in his research into the 'missing link'. PRIDE OF THE MUSEUM (right) - Airborne Express Caravelle on display at the New England Air Museum (Photo by Bill Coester). THE BARFBAG MAN (bottom left) - Air sickness bag collector Niek Vermeulen had travelled to the convention from Holland. NEVER-ENDING SEARCH (bottom right) - Don Thomas looks on as sticker collector searches for new items in his inexhaustible collection.







what that group of dedicated enthusiasts have accomplished. It was therefore really sad to see the damage inflicted on the aircraft collection by a tornado several years ago. Lets hope that in time the museum people will be able to restore the aircraft. Lets also hope they will be able to obtain ex-Panam Boeing 707-121 N707PA from Florida. It will be an expensive venture, but well-worth it because this is the oldest production 707 still around. (N708PA was the first one. but it was lost at sea off the Leeward Islands 17 SEP 65. N707PA is the second production 707). Wouldn't it be great to see the ex-Airborne Express Caravelle (ex-United A.L. as well!) and the Panam 707 sitting beside each other for future generations to admire?

At the museum I also enjoyed seeing their large exhibit of photos and artifacts on Igor Sikorsky and the aircraft he built, as well as the remains of the only Burnelli CBY-3 Loadmaster. I hope to devote some space to the unique transport aircraft designs by Vincent Burnelli in a future issue of the LOG.

I dropped in at the slide shows and the model contest display room a few times during the convention. The quality of work presented was extremely high, and I wish I would have had more time to stay a little longer on each occasion.

A SPIRITED A spirited discuss-Ion took place at the annual WAHS bu-

siness meeting during the convention about the wisdom of the convention committee to have advised the State of Connecticut's Revenue Department about all the buying and selling that was going to take place, as a result of which State authorities wanted all vendors to obtain a vending permit and collect state sales taxes. Some vendors objected, but Bill Demarest explained the committee did not have any choice, for had they not advised vendors of the state requirement, and revenuers would have raided the place, they (the committee members) would have been personally held responsible for paying up to the State.

The discussion came to an end when one member (I never did get the name of this sensible person) said the WAHS conventions are simply getting so big, and there is so much money changing hands, eager tax collectors simply cannot ignore them.

A suggestion to issue membership cards to all members was quickly put on hold for future consideration after Paul pointed out how much work would be involved in this, with the WAHS having 1,100-plus members. As it is, Paul said



PRIZES GALORE ... Don Levine (right, the man who kept the trading floor running like a well-tuned engine) presents two of George Cearley's airline history profiles as prizes to Phil Brooks and Joanne Debold. (Photo by Bill Coester).

he is hard-pressed to keep up with the administration work, and that doesn't even include doing any promotion of the WAHS to attract those who aren't with us yet.

Basically what Paul was saying is that he needs some help because the WAHS is getting too big for one person to handle. In that light, there was some discussion about setting up a more-formal structure, complete with a board of directors (and as a result possibly a tax-

16-18 JUL 87: Next year we'll do it all over again, but then

it will be in Indianapolis, Indiana. Phil Brooks and his party from the Indy Airline Enthusiasts put on a slide presentation that was hard to resist. The Adams Mark Hotel which they have selected as the site for the 1987 WAHS Airliners International convention looks like a winner. They certainly know how to cater to aircraft enthusiasts, for it was the venue of the 1985 IPMS USA annual convention. Phil and company also held out a trip to the new Purolator Courier facilities at the airport as an added attraction. At \$60 per night, the room price in the hotel is in the same range as that for the Parkview Hilton in Hartford.

The Indianapolis bid was easily accepted by the members, particularly so after Atlanta, GA withdrew in favor of trying again in 1989. That also left the way clear for Denver to host the 1988 convention.

exempt status). This idea will be pursued in the months to come and will be brought up again at the next convention.

This year's convention came to a success, ful close at Saturday night's banquet. The meal was good - at least, I enjoyed it, and so did the other people at my table. I love the menue covers showing paintings of old and current Pan Am aircraft. Unbelievably, some people around me did not want to keep their copies and I ended up with them. Great!

The films United Air Lines' "Spirit of America" and British Airways' "Flight of the Concorde" were very enjoyable. I loved the scenes of pre-World War 2 Imperial Airways aircraft in the BA film.

Most people at the banquet took part in the trivia contest and the namethe-plane contest. The first was sponsored by the Southern Florida Airline Historical Association and the second by the Southern California Airline Enthusiasts.

The trivia contest was won by Robert Trader with eight correct answers. Phil Brooks and Joanne Diebold tied for second place wit with seven right each.

First plcae in the name-the-plane contest was for Dan Seldin with 15 correct identifications, and an honorable mention for second place with 14 correct was for Robert Trader (you can't keep a good man down, can you?). Congratulations to all of you!

Congratulations are also in order to the winners of the various door prizes. A list of those airlines and other companies which donated door prizes and various materials for the bootie bags is as follows:

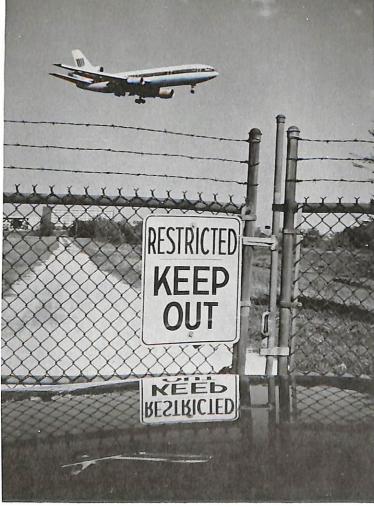
United Air Lines and Eastern Air Lines (pass for one from each), USAir and New York Air (pass for two by each one), Continental, Airbus Industrie, Pan American, Air Jet Advance Models, American Trans Air, British Airways, Delta Air Lines, Federal Express, Japan Air Lines, Lufthansa, Piedmont, Pratt & Whitney, Salt Box Industries, Air Pix Photography and US Publications. Thank you all. It is much appreciated!

Yes, I am looking back at Hartford with fondness. I made new friends, added some material to my collection and heard some nice words about the Captain's Log. But above all, I had a GREAT time. Thank you, everyone who made it happen!!!

# PHOTO CONTEST







#### PRECEDING PAGE:

#### Second Place:

TOP: B&W photo of Kuwait Airways Trident 1E, 9K-ACF, c/n 2214, at Dubai. Photo by John Stewart of Ypsilante, Michigan.

Honorable Mention:

AIRLINERS INTERNATIONAL

Hartford 1986

BOTTOM LEFT: "Spirit of Flight."
Color print showing United DC-10 landing at 0'Hare. Sign in the foreground says it all! Plane, fence and sign are reflected in the polished hood of the car driven right up to the fence. Photo by Ron Kluk of Chicago, Illinois.

#### Third Place:

BOTTOM RIGHT: Ransome Dash-7s waiting for a day of hard work as the dawn breaks. Color print by George Dyson of Columbia, Maryland.

#### THIS PAGE: Third Place:

TOP: United 137-222, N9071U, c/n 19951 in "Friendship" colors, on takeoff. B&W photo by Douglas Bauder of Hurst, Texas.
First Place:

CENTER: American Trans Air 727-51, N289AT, c/n 18942, taking off. 35 mm color slide by Ronald Kluk of Chicago, Illinois.

#### Second Place:

BOTTOM: Boeing 707-369C, N523SJ, c/n 20546, of Southern Air Transport on the ramp at nighttime. Color print by Thomas Livesey of Saratoga, California.







AIRLINERS INTERNATIONAL







**AIRLINERS** INTERNATIONAL

#### Second Place:

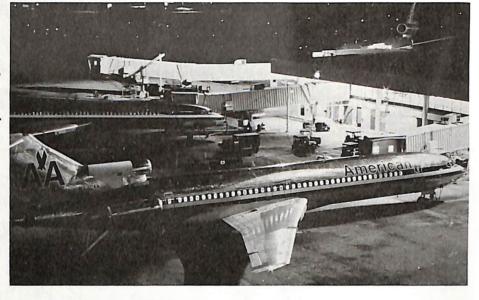
Two of PSA's McDonnell Douglas MD-81s at SFO at night. N931PS, c/n 48039 in the foreground and N932PS. c/n 48040 behind. 35 mm color slide by Bill Hough of New York City, New York

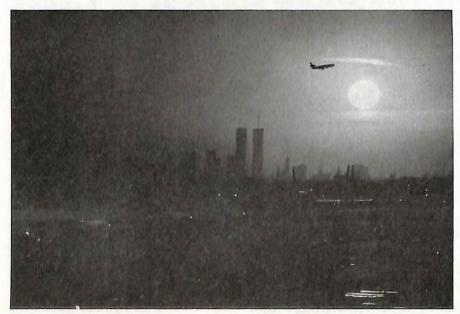
#### Third Place:

Two American Airlines Boeing 727-227s at DFW at night. N730AA, c/n 20737, is in the foreground. No I.D. on second plane. 35 mm color slide by Douglas Bauder of Hurst, Texas.



**AIRLINERS** INTERNATIONAL





#### Honorable Mention:

"Sunset Line-up." Boeing 747s, 737s and 727s, and DC-9s lining up for takeoff while the day is almost over. A DC-10 is preparing for the landing. 35 mm color slide by Trevor Ogle of Brampton, Ontario, Canada.







50 years:

bu JOOP GERRITSMA

### HELICOPTER AIRLINES Their rise and decline

Helicopters seem to be the ideal transportation mode for fast intercity and city-centre-to-airport mail and passenger service. And indeed, they have been used on such services, particularly the latter, with varying degrees of success. But never with economic

Technical advances notwithstanding, today's commercial helicopters are not a full partner in modern air transport. Generally speaking they are at the level of the fixed-wing airliners of the late 1920s and early 1930s, before the emergence of the DC-3. And there is no "DC-3 comparable" airline helicopter on the horizon yet.

There are several reasons for this. The helicopter's mechanical complexity doesn't endear it to route schedulers and to airline accountants alike. Their low speed compared to even the most-modest of fixed-wing commuter airplanes is another drawback, and helicopters are noisy, much to the chagrin of those who live under their flight paths. Many have been the protests of citizens living near heliports and in some communities heliports have been torn up after angry pro-

tests. A new helicopter shuttle started in Toronto only this summer, is already under heavy attack, scant months after its inauguration.

THE FIRST ROTARY-WING SERVICE

Eastern Air Lines was the first airline anywhere to start rotary-wing

services. On O6 JUL 38 it started a service between the roof of the 30th Street post office in Philadelphia and the nearby Camden Airport, using a Kellett KD-1B autogyro. The service allowed for a later mailing deadline for transcontinental air mail than was possible with surface transport between the post office and the airport. The Kellett bore the legend "AM2001 First Scheduled Autogyro Air Mail Route in the World" on its sides. But despite the futuristic number (the 2001 referred to the year 2001 when, it was then thought, rotarywing services would be commonplace), the service lasted only one year. Poor operating economics were no doubt part of the reason for the early demise.

FUNDAMENTAL DIFFERENCES

Autogyros and helicopters are both rotary-wing aircraft.

Kellett KD-1B autogyro of Eastern Air Lines "jumping off" the Philadelphia post office rooftop pad during the world's first scheduled rotary-wing air services in 1938.

but there are some fundamental differences between the two.

In helicopters, the rotors are powered by the engine. In autogyros they are not and their turning depends entirely upon the flow of air through them as the aircraft moves through the air. As a result. the helicopter can take off and land vertically and autogyros cannot. Helicopters derive their forward movement from the position of the rotor blades, but in autogyros the forward movement is achieved through a regular propeller driven by an engine. Because of their ability to change the incidence of their rotor blades, helicopters can fly sideways and backward while autogyros cannot.

The rotor mast of an autogyro is tilted backward at a slight angle relative to the horizontal axis of the craft. The result is that in forward flight, the air moves the rotor blades by flowing through them from the front and below, while in a helicopter the rotor moves the air through the blades from above. Autogyros therefore need forward speed to develop lift for takeoff. The characteristics of the rotor blades are such that this forward speed doesn't need to be high before sufficient lift is developed for takeoff. This allowed the Eastern A.L. Kellett to jump off from the rather confined space of the Philadelphia post office rooftop.

Where autogyros and helicopters are alike is in their ability to autorotate to the ground when they lose engine power. Because without an engine to drive its rotors, the helicopter is nothing but an autogyro which has lost its engine to provide forward movement.

THE FIRST PRACTICAL HELICOPTERS

The first practical helicopters did not enter service until near the end of World

War 2. Built by Sikorsky, they were the R-4, R-5 and R-6 for the U.S. Army and they were used in medical evacuation, liaison and other specialist roles where their vertical-flight capabilities were required.

After the war, the R-5 was developed into the civil S-51, a four-seater first flown in 1946. United Air Lines bought one in 1947 and planned to introduce it on mail and passenger



Sikorsky S-51 was a popular early airline helicopter. This is G-AKCU, c/n 5128 of BEA in 1948. (BEA photo)

routes from Chicago's Midway Airport to more than 30 communities in the area.

Demonstration flights, however, showed operating costs were high and UAL lost interest even before a single scheduled flight was operated.

On the other side of the USA, Los Angeles Airways had been founded as a helicopter airline on 11 MAY 44 to operate experimental local mail services with the support of the U.S. Post Office. The CAB issued a threeyear certificate on 22 MAY 47 and on the following O1 OCT LAA inaugurated the world's first scheduled helicopter air mail service, using five S-51s. Three more routes were inaugurated in the months that followed. They included the Los Angeles International Airport (LAX), the downtown L.A. post office and several communities in the San Bernardino Valley within a 50-60 mi (80-100 km) radius from LAX. Primarily mail services, passengers were also carried when space permitted. This was not unlike the practice in the 1920s, when mailplanes often carried passengers seated on top of the mail bags. LAA started an air express-byhelicopter service in 1953.

Chicago was given another chance to support helicopter services - after the false start by UAL - in 1949. On 20 AUG Helicopter Air Services began shuttle services between Midway Airport and the post office with six Bell 47B helicopters. According to airline historian Ron Davies in his book "Airlines of the United States since 1914", HAS had been slected by the CAB from among seven applicants for the Chicago helicopter mail routes.

The airline was authorized to serve 54 area post offices within a 50 mi (80 km) radius of Midway, which was then the city's main airport. By the end of 1949, three circular routes were in operation.

The Bell 47 was a substantially-

smaller helicopter than the S-51. It could seat only three people (including the pilot) and was characterized by its unique large bubble canopy under which the occupants were seated. Its two-blade rotor (the S-51 had three rotor blades) featured two balancing arms with weights at right angles to the rotor blades. The -47 would go on to become the most-popular and mostbuilt (in many variants) of all light utility helicopters. Today it is still in widespread use around the world, while the S-51 has virtually disappeared from the earth, save some examples in museums.

But the Bell shared with the S-51 that it was really too small to be suitable for airline operations.

S-55. A "REAL" In 1949 Sikorsky PASSENGER HEL1COPTER

developed the S-55, For its time it was a large helicopter,

seating 10 troops or seven commercial passengers. The craft was developed in response to a U.S. Army requirement for a troop transport helicopter, but it also became the first helicopter to be certificated for commercial operations on scheduled passenger services.

New York Airways, founded in 1949 and operating mail services between the three New York airports (Idlewild - now JFK -, Newark and La Guardia) since 15 OCT 52, chose the S-55 to inaugurate passenger services between the airports in the summer of 1953. Other passenger destinations included Princeton, Trenton and New Brunswick, all in New Jersey. Regular passenger service to a specially-constructed floating heliport in the Hudson River near Wall Street in Manhatten began on O5 DEC 56. Five S-55s were in operation, along with one or two Bells for mail and taxi flights.

Los Angeles also ordered the S-55. buying four, and in NOV 54 inaugurated its first passenger services. The routes flown linked Los Angeles International Airport with 10 other points. LAA's S-51s continued to operate the mail services for some time. By early 1957 the carrier's route mileage was 296 (475 km) and by 1960 the network had expanded to 16 points.

In 1954 National Airlines operated one S-55 on a nine-point passenger service in Southern Florida. The service was inaugurated on 01 FEB but it soon proved uneconomical and was abandoned within the year. National had also received authorization to operate passenger helicopter services in Virginia, but these were never activated.

Mohawk Airlines was another established airline which tried helicopter services and came out a loser. On 07 JUN 54 it inaugurated S-55 services between Newark Airport and the Catskill Mountain resort areas, but this service too was of short duration.

Helicopter Air Services of Chicago bought three S-55s in 1956, changed its name to Chicago Helicopter Airways and inaugurated passenger services between O'Hare and Midway airports on 12 NOV. This was during the time when the major airlines were transferring their services one by one from Midway to the new O'Hare. The helicopter link cut the one-hour taxi ride between the two airports to a 12-minute flight. No wonder it

S-55 N875, of Chicago Helicopter Airways. S-55 is often regarded to be the first "real" passenger helicopter.

became very popular with travellers transferring from one airport to the other to transfer between flights. CHA doubled its traffic two years in a row. In APR 57 the downtown Meigs Field was added to the shuttle. Gary (Indiana) and Winnetka (Illinois), two Chicago suburbs, were added in 1958. CHA started air express services on its five-point network on 26 FEB 62 and by 1964 the airline operated 62 passenger flights per

DEVELOPMENT IN EUROPE

At this point, let us take a look at early airline heli-

copter developments in Europe. British European Airways started experimental dummy mail runs from Yeovil on 27 JAN 48 with three S-51s and two Bell 47Bs. After the end of April, real mail flights were inaugurated on two circular routes centered on Peterborough in East Anglia. They lasted until 25 SEP 48.

BEA was at this time planning to inaugurate scheduled passenger services but they were beaten to it by Westland Aircraft, licence-production holders for the S-51 (and later Sikorskys). From 09 to 19 MAY 50, Westland operated a scheduled passenger service between London and Birmingham, the two sites of the British Industrial Fair, with the WS-51.

BEA inaugurated Liverpool-Cardiff scheduled services on 01 JUN 50 with an S-51, but halted them again on 31 MAR 51, after 819 passengers had been carried, for a load factor of only 31%. Scheduled London-Birmingham services were inaugurated on 01 JUN 51 with three two-hour flights per day in the summer and two in the fall and winter. Passenger services between the two cities ended after less than a year, but the carriage of freight continued with the three S-51s. From JUL 53 on they were replaced by three slightly larger Bristol 171 Sycamores.

The Sycamore - Americans number their aircraft types, the British give them names - had what is often described as a "tadpole-shaped" fuselage, seating four to five, including the pilot. Its loaded weight was a little lower than that of the S-51, but its speed, range and other performance was generally higher.



On 16 JUN 54 the Sycamores inaugurated a service between London and Southampton but were replaced on this service by the Westland-Sikorsky WS-55 from 22 DEC 54 on. The WS-55 soon proved too large for the demand and the service was closed down on 16 APR 55.



RIGHT: Vertol 44A N74058 was one of two leased bu SABENA in the summer of 1958. (SABENA photo)



The WS-55s (BEA had three) also operated an experimental link between Heathrow Airport and the centre of London, where they operated from a heliport on the bank of the River Thames, opposite from the Parliament Buildings. The service was inaugurated on 25 JUL 55 and at least one of the WS-55s was equipped with large floats, reducing its seating to five passengers. Four roundtrips per day were operated.

Across the Channel, SABENA of Belgium began a four-city mail service on 21 AUG 50 with two Bell 47Ds. They linked Brussels with the port of Antwerp and the industrial cities of Liege and Turnhout. Two more Bells were added in 1952 and 1957 respectively.

WORLD'S FIRST INTERNATIONAL SERVICE

SABENA inaugurated the world's first international scheduled passenger heli-

copter service on O1 SEP 53 when Maastricht in The Netherlands was linked with Brussels following the delivery of the first of six S-55s. Six other destinations, in West-Germany and The Netherlands, including the port of Rotterdam, were added in the following few years. From 1955 on SABENA also operated three S-55s in the Belgian Congo, Africa, on behalf of the colonial government.

Sikorsky's next commercial helicopter, the 12-passenger S-58, was again initially developed against a military specification, but it was quickly adopted by the world's few helicopter airlines as well.

The S-58 incorporated most of the systems of the S-55, but its engine was twice as powerful. The overall length was only four feet (1.25 m) greater, but by deepening the tail boom, the cabin was extended to the back and could accommodate 12 airline-type seats or up to 18 troops.

Chicago Helicopter Airways bought seven, New York Airways three and SABENA eight. The first of the SA-BENA aircraft was delivered in OCT 56 and the last in FEB 57. On 03 MAR 57 the entire fleet of eight made a mass flight from Brussels to Paris to mark the inauguration of helicopter services to the French capital.

Elipadana of Milan, Italy, also operated the S-58. They chartered two from SABENA in the summer of 1960 for services linking Milan. Elba, Trieste, Venice and Turin, all in the industrialized northern part of the country. Plans to acquire new S-62s never materialized and the carrier halted operations in the fall of 1960.

Elivie (Societa Italiana Escercizio Elicotteri) of Rome proved to be longer-living. It started summer helicopter charter and air taxi services between Naples and the resorts of Capri and Ischia in 1959 with Bell 47J Rangers built in Italy. The service became permanent in 1962 when Elivie became a subsidiary of Alitalia. A Turin - Milan service was inaugurated in 1964 and larger, turbineengined Bell 206s were ordered.

VERTOL ENTERS THE MARKET

Back in the USA another manufacturer had entered

the airine helicopter market. Vertol (formerly Piasecki) had already produced a long and successful line of twin-rotor transport and utility helicopters for the American armed forces. From one of these, the H-21 troop carrier, was developed a 15-passenger civil version, the V-44B. New York Airways placed it into service on 21 APR 58 and by 1961 had a fleet of five, which had replaced the airline's S-58s.

SABENA leased two V-44B from the manufacturer in the spring and summer of 1958 to operate a shuttle service between Brussels airport and the site of the World Fair held in the Belgian capital that year. However, the airline never bought these or any other V-44Bs as the gradual rundown of its helicopter services was soon to start.

Commercial twin-rotor helicopters were not the exclusive domain of Vertol (later taken over by Boeing). In 1952 Bristol of Britain had first flown its Model 173, 13-passenger craft. It was said to be the forerunner of a 40-seater, which of course never materialized. On 20 JUL 56 the 173 was turned over to BEA for month-long trials. However, its capacity fell far short of the airline's 1951 requirement for a 36-seater suitable to fly London - Paris. The performance and range of the 173, however, bettered the BEA requirements. Even though on a one-month's trial with BEA, the 173 never carried a paying passenger for the airline and it was returned to Bristol's. A second 173 was completed in BEA colors, but it never flew.

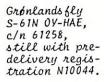
TURBINE POWER FOR HELICOPTERS

In 1968 Sikorsky came out with the turbine-engined, 11-passenger S-62.

Although a new design entirely, the S-62 retained many features of the S-55. Its size and performance were close to that of the earlier machine, but because the single engine was located on top of the fuselage, four more passengers could be carried. It also had an amphibious hull. Los AngBoeing Vertol 107 of New York Airways in Pan 'Am "meatball" colors. Registration is N107PA.



N619PA is an S-61L-4. c/n 61427, used on the Pan Am helicopter shuttle.



BELOW: Bell 204B I-ESET of Elivie was float equipped for Naples -Capri overwater service in 1960s. (Bristol-Siddeley Engines photo).







eles Airways placed the S-62 in service on 20 DEC 60, followed on 01 JUL 61 by San Francisco & Oakland Helicopter Airlines.

SFO - as it soon became called by the travelling public - had been founded the previous year by a group of former Los Angeles Airways employees. Besides linking the two cities in its name, SFO also operated to Berkeley. It first leased two S-62s from Sikorsky's, but in 1963 bought three of its own.

On O6 DEC 60 Sikorsky first flew a still larger civil helicopter. the twin-turbine-powered S-61L for 25-28 passengers. Los Angeles Airways ordered five and placed the first one in service on 01 MAR 62.

Chicago Helicopter Airways also ordered it, but the order for four was cancelled before delivery. The S-61L was the first commercial helicopter in the world which could carry a worthwhile number of passengers. In size, capacity and performance it was close to the DC-3, but its operating economics were not and the helicopter airlines continued to rely on large subsidies to stay afloat (no pun intended!).

The S-61L was based on the U.S. Navy's HSS-2 anti-submarine warfare helicopter. Its slightly longer fuselage nad the same hull design as that of the HSS-2, but it was not sealed for amphibious operations and a conventional undercarriage was installed.

It is interesting to note that short-







ABOVE: VH-THG. a Bell 471 Ranger helicab of Trans Australia Airlines on the Yarra River landing pac in Melbourne in 1962. (TAA photo)

LEFT: Umniflight Helicopter operates two West-land 30-100 helicopters for Pan Am on the airline's New York airports shuttle. Shown is N4499N. c/n 111. (Richard Fedorco II photo)

Aerospatiale AS 350 Ecureuil of Ranger Helicopters departing the downtown Toronto heliport on the Air Canada shuttle to Pearson International Airport. (Joop Gerritsma photo)

ly after LAA placed the S-61 into service, the carrier floated a proposal to replace it with the S-64 skycrane with detachable passenger pod in a few years' time. The airline reasoned that the pods would permit quicker turn-around times for the helicopter, because it simply had to detach the pod upon landing, take up a new pod, in which the passengers were already seated. and take off again while the passengers who had just arrived, were still disembarking. Nothing came of the civil skycrane project and only the U.S. military operated the huge machine (although a few are now seeing service for specialist civil operations after they were surplussed by the military).

SUBSIDY CUTS The need for cont-SPELL DOOM inued heavy subsidies for the na-

tion's helicopter airlines was increasingly becoming a thorn in the side of the U.S. Congress. In 1961 it moved to reduce the subsidies and they were eliminated altogether in 1965. Chicago Helicopter Airways became the first victim of this cost-cutting measure and it closed down later that same year. At the time of this demise, CHA was operating 38 passenger flights per day and had carried more than one million people since its birth.

New York Airways turned for financial help to its biggest supporter, Pan American and got it. Los Angeles Airways was saved when American Airlines and United Air Lines bought control of the carrier.

Not all was bleak for LAA in 1965. In that year it became the first helicopter airline certificated to operate scheduled passenger services under instrument flight rules. By that time the carrier was operating 75 flights per day and was serving ll points.

San Francisco & Oakland Helicopter Airlines, which had never asked for nor received federal subsidies, experimented from AUG 65 to AUG 66 with a hovercraft service across San Francis co Bay, replacing its S-62s on the Dakland - San Francisco airport-toairport run. It was its way of trying to operate leaner and without subsidies from anyone. The service, however, was not a success.

In AUG 66 the airline also applied - unsuccessfully as it turned out for authorization for scheduled helicopter services in the Washington/ Baltimore area. If the application had been successful, they would have been operated under the name National Capital Airlines.

In 1967 SFO flights linked nine points, including a garage rooftop

in downtown Oakland, but financial problems were on the horizon. The situation deteriorated more and more, resulting in a financial reorganization in JUL 73, when TWA and United Aircraft (parent company of Sikorsky) infused substantial amounts of money into the carrier. The result was a name change to SFO Helicopter Airlines (which it had been called by the travelling public for a long time already anyway). But on 23 AUG 76 all operations were suspended for good during a bitter mechanics strike.

Elsewhere matters did not look good for helicopter passenger services either. SABENA had refuctantly subsidized its helicopter operations from the start because they brought in to Brussels valuable traffic for its long-haul services. But it could no longer afford the drain on its coff- three U.S. helicopter airlines. ers and beginning in 1959, slowly let the services run down. The mail services were the first to go, followed by the shorter routes in the network. Even the lease of an S-62 from Sikorsky for eight months in 1961/62 could not reverse the trend and the 10 S-58s (two more had been bought from Chicago Helicopter Airways in 1964) were sold, ending a pioneering chapter By 1970 NYA was operating four Verin the development of international helicopter air traffic. The last bits of the once-proud network were formally closed on 01 NOV 66.

City on 03 MAR 65. They became permanent on 21 DEC 65 with 17 return flights per day. Within three months 2,000 passengers per day were using this heliport. Two years later, more than half a million people had used the service.

Los Angeles Airways was by now also in financial trouble. In a cost-cutting measure it replaced the S-61L on its longest routes, to Riverside and San Bernardino, with two DHC-6 Twin Otters in 1969. But it could not save the operation. All flying was suspended in OCT 70 after excessive losses in the first half of the year and LAA went into liquidation in JAN 71.

That left New York Airways as the only remaining of the original

When the inter-airport and downtown shuttle agreements with PanAm were not renewed in 1968, NYA operated Twin Otters on the airport-to-airport shuttle for 18 months until a new helicopter service agreement was signed.

tol 107s, two S-61Ls and two Twin Otters. But more Sikorsky's were on the way and by 1972 there were four, operating a 30-30 service: 30 pas-



Mil Mi-4

Mil Mi-8 is at present the standard Aeroflot passenger helicopter. CCCP-11097 was photographed at the 1971 Paris Air Show. (Gerritsma files)

Meanwhile, several years earlier, Vertol had produced the twin-rotor, twinturbine, V-107-II helicopter for 25-28 passengers. Based on a military transport helicopter, the V-107-II made its first flight in AUG 58. New York Airways, pleased with its V-44Bs from the same stable, ordered 10 in 1960, but reduced the order to five later on. The first NYA 107 went into service on 01 JUL 62 on the interairport shuttle service which was then operated at half-hour intervals.

ROOFTOP SERVICES New York Airways was again in the news when it started dem-

onstration services between Kennedy Airport and a heliport on the roof of the PanAm Building in New York

sengers every 30 minutes. PanAm Building rooftop services were resumed in 1976. They had been suspended for some time following an accident in which the rotor of an S-61L broke away and fell to the street below, killing a passer-by. By early 1979 the airline was operating 120 flights per day, but the walls came crashing down in MAY of that year when all operations were suspended due to large losses. Plans to refinance and re-equip were drawn up almost immediately, but they never came off the ground.

GROWTH IN THE The Soviet airline SOVIET UNION Aeroflot is much

more than just an airline carrying passengers. It also operates the country's civil airports, carries out nearly all civil

14

pilot training, operates agricultural aircraft, air ambulance and air taxi services, and much more. There are hundreds of large and small helicopters in the fleet for these tasks. Here we want to look only at the known scheduled operations by these helicopters.

As far as is known, passenger services began in APR 59 when Mi-4P helicopters inaugurated services from Adler Airport in the Crimea to nearby Black Sea resorts in the southern part of the European Soviet Union. By the end of 1960 Aeroflot is believed to have been operating more than 100 scheduled passenger, mail and freight helicopter services.

In the mid-1960s the Mi-4P also operated a regular shuttle between shore and several small towns built on large permanent oil platforms in the Caspian Sea in Southern Russia. This service alone is reported to have carried 350,000 passengers up to 1965. Other scheduled services are known to have been operating in the Archangelsk area of northern European Russia.

The Mi-4 first appeared in 1952 and was the standard civil and military transport helicopter in the Soviet Union for many years. Powered by a piston engine, it looks much like the S-55, but is closer to the S-58 in size, capacity and performance. In civil service, it seats up to 11 passengers.

Post office-to-airport services were also operated by the Mi-4P. Aeroflot started an experimental service between the roof of Moscow's central post office and the city's three (later four) airports sometime in the 1950s and a passenger shuttle to these airports was inaugurated in NOV 60. Ten years later the Mi-4P was replaced on these and other services by the 28-passenger twinturbine Mi-8, still the standard Aeroflot passenger helicopter at this time.

As early and the 1950s the airline had plans to operate passenger helicopter services from a downtown Moscow heliport to nearby cities and towns, but it is believed these did not start until the mid-1960s at the earliest. It was announced 600,000 passengers per year would be carried. No confirmation of this number is available and if these services are still being operated, they are most-likely flown by the Mi-8.

In 1960 the Yakovlev design bureau produced a commercial twin-rotor helicopter, the Yak-24A for 30 passengers. It was a development of the military Yak-24 and larger Yak-24U. Only limited military product-

ion was undertaken and it is believed in the West that the commercial variant never went into service with Aeroflot.

HELICOPTERS "DOWN UNDER" AND IN ASIA

Both national airlines of Australia Ansett Airlines of Australia and Trans-

Australia Airlines started Bell 47J shuttle services between Melbourne's Essendon Airport and the Yarra River downtown in DEC 60, a seven-mile (11 km) distance. TAA halted its flights in 1970, followed by Ansett soon after. Ansett did continue scheduled S-61N services from Mackay and Prosperine on the mainland to four tourist resorts on the Great Barrier Reef offshore. However, these were halted in 1984 and by early 1986 the two S-61L were for sale.

The S-61N is similar to the S-61L but its hull has been sealed to allow amphibious operations. Besides the conventional wheel undercarriage of the land version, the S-61N also has 1 pontoon on each of the main landing gears to stabilize it on the water.

Pakistan International Airlines also inaugurated S-61N services. It had three in Eastern Pakistan (now Bangladesh) from 1964 to 1967 and operated services to towns without airports. PIA reasoned that even though the operations would lose money, they were still cheaper than the construction of landplane airports through-Out the territory. The S-61Ns were withdrawn after at least one bad accident and were replaced by Twin Otters which had by then come onto the market.

In Britain, the British European Airways restructured its Helicopter Experimental Unit into BEA Helicopters in 1964 and on 02 MAY started regular services from Land's End in Cornwall in the extreme southwest of England, to St. Mary's, the largest of the Scilly Isles, with two S-61Ns. This route had been operated by BEA with seven-passenger DH Rapides since the end of World War 2 and modern aircraft to replace the three aging Rapides were not available, hence the decision to replace them with two S-61Ns. When BOAC and BEA merged to form British Airways in in 1972, the helicopter subsidiary became BA Helicopters and it continues the Scillies service to this day. The BAH fleet of S-61Ns has meanwhile grown to 17, but most of these are employed on charter and oil rig support flights over the North Sea. Four large twin-rotor Boeing BV-234 Chinooks and a number of other helicopters are also used for these tasks.

OPPOSITION On O8 JUN 78 British KILLED SERVICE Caledonian Airways, in co-operation with

the British Airports Authority and with input by British Airways Helicopters, inaugurated its "Airlink" shuttle service between London's two major airports, Heathrow and Gatwick. B.Cal started the service to facilitate the interlining of its passengers between the two airports. The airline's intercontinental services all used Heathrow and many of its domestic and European services used Gatwick.

The service was operated with an S-61N and 10 flights were scheduled per day in each direction at hourly intervals. But when B.Cal applied to the British CAA for renewal of its Airlink licence in JUN 85, there was vociferous opposition on environmental grounds. This resulted in suspension of the licence on its original expiry date, 06 FEB 86.

The S-61N is also in service with Grønlandsfly (Greenlandair) on the island of Greenland, where it has operated to a large number of remote coastal settlements since mid-1965 and for the past few years has undertaken world-wide charters as well. In recent developments, some of the longer S-61N routes have been taken over by DHC Dash-7 STOL airliners.

In the USA, Los Angeles received scheduled helicopter services again when local freight carrier Airspur inaugurated service to 14 points in Southern California late in 1983 with three Westland WG-30 helicopters for 17-22 passengers. Three more were on order for delivery in 1984 but by that time the carrier had run into financial difficulties and in 1985 was taken over by Evergreen Helicopters of Alaska. It was renamed Evergreen-Airspur Airlines and continued operations as Evergreen-Rotor Aids in 1986 with a fleet of Bells. The Westlands have been returned to Britain.

PAN AM SHUTTLES The PanAm helicop-ONCE AGAIN ter shuttles between New York City and its three airports were restarted in 1982. They are now operated for the airline by Omniflight and at first were flown by two Bell 222s. By early 1986, however, four 222s and two WG-30s were in service, all painted in the PanAm colors.

Canada, home of Okanagen Helicopters, one of the world's largest helicopter charter operators, never had

scheduled passenger nelicopter services until 11 AUG 86, when Air Canada inaugurated shuttle services between the Toronto waterfront and the city's Pearson International Airport. Operated for Air Canada by Ranger Helicopters, the three six-passenger Aerospatiale A-Star turbine-engined aircraft operate 34 return flights daily and depart from each terminal every 20 minutes in peak periods and every 30 minutes on off-peak times. Intended primarily for businessmen who fly Air Canada out of Pearson, other passengers pay a slightly-higher fare for the 10-minute flight. Air Canada calls the service its response to the Dash-7 and Dash-8 shuttle service operated by City Express from the nearby downtown Toronto Island Airport to Ottawa, Montreal and other locations.

There are many other, often quite substantial, helicopter operators in the world than only the ones mentioned here. Bristow Helicopters of Britain, KLM Noordzee Helicopters of The Netherlands, Helikopter Service of Norway, Erickson Crane of the USA, Island Helicopters and Petroleum Helicopters of the same country, to name but a few. But these are all engaged in contract work. Some of them do carry substantial numbers of passengers on their services, but these services are not the types to which you and I can purchase a ticket at the local travel agency or airline counter. For that reason they have not been discussed here.

POSTSCRIPT Despite enormous technological advances, economically-viable and

publicly-affordable commercial helicopter operations are as elusive today as they were when Eastern's Kellett jumped off the Philadelphia post office rooftop, nearly half a century ago. In most of the areas where scheduled services continue to be operated, they are so because of social necessity (as is the case with the remote Scillies Isles service in Britain) and are often heavily subsidized by the jovernment. In other areas, some groups of air travellers (for instance businessmen) are willing to pay hefty fares to ensure they are not held up in surface traffic and niss their plane connection at the local airport (as is the case with Air Canada's Toronto shuttle).

And until a helicopter or other rotary-wing VTOL aircraft with operating economies comparable to that of the DC-3 in its time, becomes available, the vision expressed in the "AM2001 Air Mail Route" of the EAL Kellett, will remain just that: a vision

#### STICKER CHATTER

by DON THOMAS

Although the world's first scheduled helicopter service was operated by Eastern Air Lines using a Kellett Autogyro, from the Philadelphia post office to the Camden, NJ, Airport in 1939, other helicopter services were not started until after World War 2.

Los Angeles Airways began service from Los Angeles International Airport to several cities in a 60-mile (100 km) radius, in 1947, but did not carry passengers until 1951. Their 10th Anniversary label is illustrated (#1). It is red on gold foil. Three scarce airmail labels of LAA's helicopter connection with TWA are also illustrated - #2 showing a Port Authority Bell 47 swooping down on a TWA Constellation, #3 picturing a LAA S-51 with a TWA Connie flying overhead and #4 with an S-55 and again a Connie flying overhead.

Two years later, in 1949, Helicopter Air Service of Chicago began flights from Midway Airport to the Chicago post office, but it was 1956 before passengers were carried. By this time the name had been changed to Chicago Helicopter Airways and S-55s were used for points within 60 miles (100 km). The label shown is dark blue, red and white (#5).

In 1951 New York Airways was formed as a helicopter operation. This airline is not to be confused with the earlier Pan American Airways subsidiary of 1930. Passengers were carried in 1952, between the three main New York area airports, La Guardia, Idlewild and Newark, from downtown terminals and later from the top of the Pan Am building. Two SKYBUS labels of N.Y. Airways are shown (#6 and #7).

San Francisco & Oakland Helicopter Airlines was formed in 1961 and as SFO Helicopter Airlines scheduled many flights per day between S.F., Oakland and Berkeley. Two labels are illustrated (#8, 9).

National Airlines also operated a helicopter service, but no special labels were made. One of their brochures listed nine

helicopter locations served, from Miami to West Palm Beach.



FIRST OFFICIAL HELICOPTER PASSENGER-

HELICOPTER

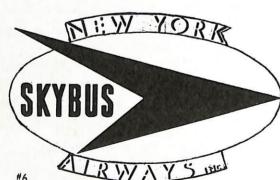
CONNECTION





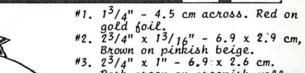
CHICAGO HELICOPTER AIRWAYS AIL AIR PERMANENT ADDRESS OF OWNER ADDRESS MAIL CITY AIR

STATE



VIO NEW YORK AIRWAYS, Inc.

SCHEDULED SERVICE BY HELICOPTER



Dark green on greenish-yellow. #4. Same dimensions as #2. Red to bars, TWA and text on right, cheatlines on Connie. Rest in

dark blue. #5. 6<sup>1</sup>/<sub>16</sub>" x 2½" - 15.4 x 6.4 cm. Blue background, two outside vertical bars. Red inside vert. bars, text & lines in helicopter, two small helicopters in sides, "Identify" line. Air Mail (2x) and small print on right also in blue.

#6. 3 x 24" - 9 x 5.8 cm. Dark green Skybus and arrow head, and outlines of other text. Rest pale yellow.

#7. 2<sup>3</sup>/<sub>4</sub> x ½" - 7.1 x 1.3 cm. Red Skybus & bottom bar, Blue arrow head, top bar, outline around arrow head & text in middle bar.

#8. 23/4 x 11/2" - 7 x 3.9 cm. Blue logo and SFO text line, pale blue helicopter. Rest of print

#9. 112" - 3.8 cm across. Blue helicopter, red text.

Sabena of Belgium advertised the first international helicopter services in the world, with flights to Holland, France and Germany. The Sikorsky S-55 and S-58 are illustrated on their labels, which came in several colors (#10, 11).

Elivie of Italy, an Alitalia subsidiary, was a pioneer operator with helicopters in the Naples area in the 1960s. This label (#12) is scarce.

SPECIAL **OPERATIONS** 

Helicopters of course are used extensively for

special operations, made possible by their unique abilities of taking off and landing vertically and hanging still in the air above a precise spot. And although the helicopter material in this issue intends to deal only with those Operations for which the passenger Can buy a ticket, we would also like to illustrate some other labels.

KLM Helikopters uses Sikorskys on supply flights to North Sea oil drilling rigs and for other such Specialized tasks. Two of their labels illustrate the S-61N (#13) and the S-76 (#14).

Erickson Crane Co. of Oregon uses heavy helicopters on construction Projects, such as placing heavy lifts onto towers or other inaccessible places. Note the lack of passenger accommodations on their S-64 Skycrane (#15). There are many companies like these two, which send their helicopters all over the world from the U.S. and Eu-

ABOUT THE CONCORDE

Regarding the Concorde, Singapore Airlines has a la-

bel saying "SIA GOES SUPERSONIC"(#16) on large and small stickers. British Airways had some beautiful labels, gold and white on black . One is Pictured (#17). A Menzell Tours Con-Corde label is also shown (#18). I don't know who issued this label, BA or the tour operator.

Privately-printed stickers of the Concorde are on sale at British airport gift shops.

British Airways issued small Concorde schedules , listing the London -New York - Washington flights (#19). I will send one of those schedules to anyone sending me an SASE.

Air France's main Concorde label is blue and red on white and is hard to get from AF (#20). I got mine in Paramaribo, Surinam, believe it or not.















#10. 3<sup>7</sup>/<sub>8</sub> x2<sup>5</sup>/<sub>8</sub>" -9.9 x 6.6 cm. Ochre background; white, blue and black helicopter, blue rotor, white SABENA on blue shield, rest of text in black. white lines in globe.

Same dimensions as #10. Orange background, white lines on globe, rest of printing in black.

31/16 " diameter - 7.7 cm.

Pale green on pale yellow. 53/8 x 23/4 " - 13.7 x 7.1 cm. Top orange, centre white, bottom "KLM blue". Helicopter blue, except for top of engine cover (orange) and very dark blue cheatline and titles. KLM logo and rest of name are

black. \*14. 4'/g " diameter - 10.5 cm. Black helicopter on background in shades of grange.

#15. 4<sup>1</sup>/<sub>8</sub> x 2½" - 10.4 x 6.4 cm. ERICKSON in orange, rest of printing in bright green, on white background.

#16. 3 x 41/" - 7.6 x 10.8 cm. Top square very dark navy blue (almost black), white text in top square, white rectangle at bottom, with dark navy blue text and lines. Dark yellow outlines around label and below top square.



SFO HELICOPTER AIRLINES

16









The Concorde label from Braniff International is silver on chocolate brown (#21) Will send one of these also to anyone sending me an SASE.

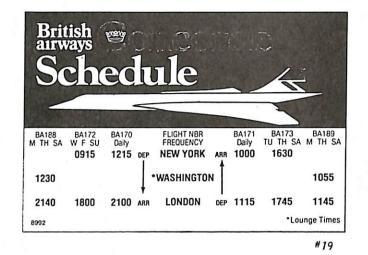
The WAHS 1986 Con-

WAHS 1986 CONVENTION

Sensibly".

vention in Hartford is now history. As usual, it was a good show, with the usual frenzied buying, selling, and trading of postcards, labels, timetables, books, wings, display kits, slides and many other types of memorabilia and collectibles concerning commercial aviation. Some difficulties were encountered because of a full hotel. Two other conventions were held in Hartford at the same time and some of those people stayed another day or so, which messed things up. The hard-working convention committee did their best, and so did the hotel. I could not understand being in line with 12 heavy ladies in front of me, until I learned that one of the conventions was by TOPS, meaning "Take Pounds Off

Well-known figures in the WAHS were there - Paul Collins, president and founder of the WAHS/WAHC; Don Lussky. well-known auctioneer and authority on collectibles; Bob Kopitzke, curator of the prestigious History of Aviation Collection of the University of Texas at Dallas; George Cearley Jr., author of a popular series of books on U.S. trunk airlines: Jon Proctor of Aviation World; Joop Gerritsma, the new editor of the Captain's Log, who is doing an outstanding job; Fred Wellman, executive director of the Aerophilatelic Federation of the Americas (AFA), to which the WAHS belongs; John Johnson, vice-president and research director of the AFA and an authority on Pan Am's Pacific history; Dick Koran, editor of Wings & Things in the Captain's Log; Ed Lettick, president of the AFA; Peter Rentzsch. postcard authority who came all the way from Germany; Al Tasca of Miami, expert on airline cocktail items; Carl Reece, the King of Safety Cards: Dave Prins, KLM pilot and postcard publisher and collector, who had brought his wife along and never misses a convention, from Holland. I probably missed a number of people. My apologies! Too bad Ron Davies of the Smithsonian and Fred Hems, the WAHS European representative, were unable to attend. Both





#20

#17.  $5^3/4 \times 2\frac{1}{2}$ " - 14.5 x 6.3 cm. Navy blue background, Gold border. Aircraft details in gold and white, name Corcorde in white, airline's name and crown inside the C of Concorde (not shown) in gold.

#18. 6 x 4 " - 15 x 10.5 cm. White printing on light blue background. Colors on aircraft red (top of fin, left diagonal bar on fin) and very dark navy blue.

#19. 4 x 3 " - 10.2 x 7.6 cm. Royal blue top part, white bottom, royal blue printing in

lower part, Concorde name, arrows in lower part and fin trim of aircraft in red.

#20.  $4^3/4 \times 2^3/4$ " - 12 x 7 cm. All printing in blue, except for red of the right-hand djagonal bar.

#21.  $5^{5}/8 \times 2\frac{1}{4}$ " - 14.2 x 5.5 cm. Peel-off part of label measures 45/8 x 13/4" - 11.7 x 4.5 cm. Chocolate brown background with silver (Concorde and bottom line of text) and white (airline's name) printing.

AME	HOHOME	TELEPHONE TELEPONO	SUNARE A	
		APRIA COOR		
DOPLES	DOMICILIO		SUNAIRE W	BAGGAGE
TYSTATE	CHUDADPAIS	HUMBER HUMERO	SOLVAINE S	LD. TAG
		TILEPHONE		
IMÉ	MOMBRE	TILEPHONE TILEPONO	SUNWORLD	
		TELEFONO	SUNWORLD	
AME DONESS	номогії вомогий		SUNWORLD INTERNATIONAL	BAGGAGE
		TELEFONO	SUNWORLD INTERNATIONAL AIRWAYS	BAGGAGE LD. TAG

CITY-STATE	Midstate Airlines
HOME PHONE BUS. PHONE	 

ODESERT SUN AIR

**DESERT** SUN AIR



#22. 6½ x 1¼ " - 16.6 x 3.2 cm. Dark blue print on white. #23. 8½ x 1 "

- 21.6 x 2.6 cm. Brown printing on white. #24. Same dimensions as #23. Orange

printing on white.
#25. 8 x 7<sup>7</sup>/8" - 20.3 x 2.2 cm.
Red printing in right-hand onethird and top + bottom bar in centre; black on left-hand one-third and middle bar in centre.



#26.  $8\frac{1}{4} \times 1\frac{1}{4} \in \frac{7}{6}$ " - 21.4 x 3  $\pm$  2.1 cm. Black printing on the left and name at right.

logo in orange, on white. #27. 64 x 14" - 15.7 x 3.2 cm. Dark blue printing on light blue (both sides).

#28. 2½ " across - 6.3 cm. Yellow

printing on red. #29.  $3^{3}/8 \times 2^{1}/8$  " - 8.5 x 5.4 cm. Orange printing on white.

Many of the above complimented me on the large six-frame exhibit of rare Pan American Airways flying boat brochures and timetables, and on the historic German labels, timetables and vignettes, including very rare Zeppelin material. However, in the display contest I did not even get an honorable mention. Will the members please let me know if this ancient history, as some of our younger members may so regard it, is not worth bothering with, even though they voted last year to change the name of the club of World Airline Historical Society, instead of Hobby Club? I would like to concentrate on the more modern material if that is what the members wish, even though keeping track of history is one of the main goals of a historical society.

Joe Wolf, Lee Bachar and Pat McCollam all sent in new labels or BILs for our records. TranStar, the former Muse Air, is shown (#22). Others are Sun Aire, Sunworld International Airways, Westair, Midstate Airlines and Desert Sun Air (#23 - 27).

Kevin Matthews of Colorado sent in a Burlington Express sticker and also a similar one reading, "2nd Day", and other varieties (#28). I must get a 1987 handbook. So many new airlines are popping up, it is hard to keep up with them.

Another sticker - in the form of a BIL - is from Sun Country Airlines (#29).

Also included is a variety on the Safair sticker illustrated in 12/2. This one shows not only the L-100 in flight, but also a wing section with engine and propeller, and a freight-loading scene (#30).

In the winter LOG I will list a lot of new issues which I picked up at the convention.



had intended to.







of Airline Schedules



THE ENTIRE SCHEDULE ARTICLE IS DEVOTED TO HELICOPTER OPERATORS.



# LOS ANGELES AIRWAYS, INC. Scheduled HELICOPTER Passenger Service

ROBERT P. HUBLEY . PASSENGER TRAFFIC MANAGER

GENERAL OFFICES . 5901 W. IMPERIAL HIGHWAY . LOS ANGELES 45, CALIFORNIA . ORegon 8-3475

#### HELICOPTER

SCHEDULED PASSENGER CONNECTIONS

Between

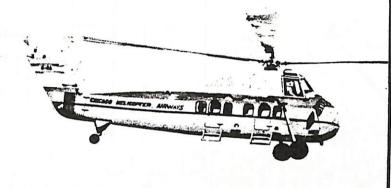
#### LOS ANGELES INTERNATIONAL AIRPORT and SOUTHERN CALIFORNIA CITIES

		DAILY	PASSENG	ER HELI	COPTER S	SCHEDUL	ES				
OUTBOUND (Read Down)	707 *	617	825	737 *	839	765 *	863	663	867	567 **	771 **
L.A. INT. AIRPORT LV. Lockheed Air Terminal	ays.						4:25 4:45 —————————————————————————————————	4:30	4:48 F5:08 5:13	5:25 +5:59 6:12 6:21	6:10 F 6:22 V 6:41
				Time	shown are	local Califo	ornia time.	9	0707		
INBOUND (Read Down)	708	618	612	726	738	B40	636	766 *	0707	hange with	
INBOUND	0			726	738	840	636	766	764	664	out notice

TIMETABLE OF LOS ANGELES AIRWAYS EFFECTIVE SEPTEMBER 1, 1955. THE CARRIER WAS FOUNDED MAY 11, 1944. ON OCTOBER 1, 1947, THE AIRLINE BEGAN THE WORLD'S FIRST REGULARLY SCHEDULED MAIL SERVICE VIA HELICOPTER.

# CHICAGO HELICOPTER AIRWAYS

Ten Years of Grogress over Chicago 1949=1959





SCHEDULES OF CHICAGO HELICOPTER AIRWAYS EFFECTIVE OCTOBER 1, 1959. THE AIRLINE WAS ORIGINALLY FOUNDED AS HELICOPTER AIR SERVICES (HAS) ON AUGUST 20, 1949.

CHICAGO	LOOP to	MIDWAY	MIDWAY	to CHICA	GO LOOP
FLT. NO.	Leave	Arrive	FLT. NO.	Leave	Arrive
102	7:26	7:33	103	7:30	7:37
104	8:26	8:33	105	8:30	8:37
106	9:26	9:33	107	9:30	9:37
108	10:26	10:33	109	10:30	10:37
110	11:26	11:33	111	11:30	11:37
112	12:26	12:33	115	12:30	12:37
116	1:26	1:33	117	1:30	1:37
118	2:26	2:33	119	2:30	2:37
120	3:26	3:33	121	3:30	3:37
122	4:26	4:33	123	4:30	4:37
124	5:26	5:33	125	5:30	5:37
126	6:26	6:33	127	6:30	6:37
128	7:26	7:33	129	7:30	7:37
130	8:26	8:33	131	8:35	8:42
132	9:26	9:33			

CHICAG	O LOOP to	O'HARE	O'HARE	to CHICA	GO LOO
FLT. NO.	Leave	Arrive	FLT. NO.	Leave	Arrive
203	7:39	7:50	202	7:13	7:24
205	8:39	8:50	204	8:13	8:24
207	9:39	9:50	206	9:13	9:24
209	10:39	10:50	208	10:13	10:24
211	11:39	11:50	210	11:13	11:24
215	12:39	12:50	212	12:13	12:24
217	1:39	1:50	216	1:13	1:24
219	2:39	2:50	218	2:13	2:24
221	3:39	3:50	220	3:13	3:24
223	4:39	4:50	222	4:13	4:24
225	5:39	5:50	224	5:13	5:24
227	6:39	6:50	226	6:13	6:24
229	7:39	7:50	228	7:13	7:24
231	8:44	8:55	230	8:13	8:24
11000000			232	9:13	9:24

#### MIDWAY-O'HARE-WINNETKA

FLIGHT NO.	7	9	11		
MidwayLv	10:45	5:45	7:45		
O'HareAr	10:56	5:56	7:56		
O'HareLv	10:58	5:58	7:58		
Winnetka, IIIAr Lake Forest Highland Park Northbrook	11:06	6:07	8:07		

#### WINNETKA-O'HARE-MIDWAY

FLIGHT NO.	4	8	10	12		
Winnetka, III. Lv  Lake Forest Highland Park NorthBrook	7:00	11:09	6:09	8:09		
O'Hare Ar O'Hare Lv Midway Ar	7:09 7:11 7:22	11:18 11:20 11:31	6:18 6:21 6:32	8:18 8:20 8:31		

AM LIGHT FACE TYPE PM BOLD FACE TYPE

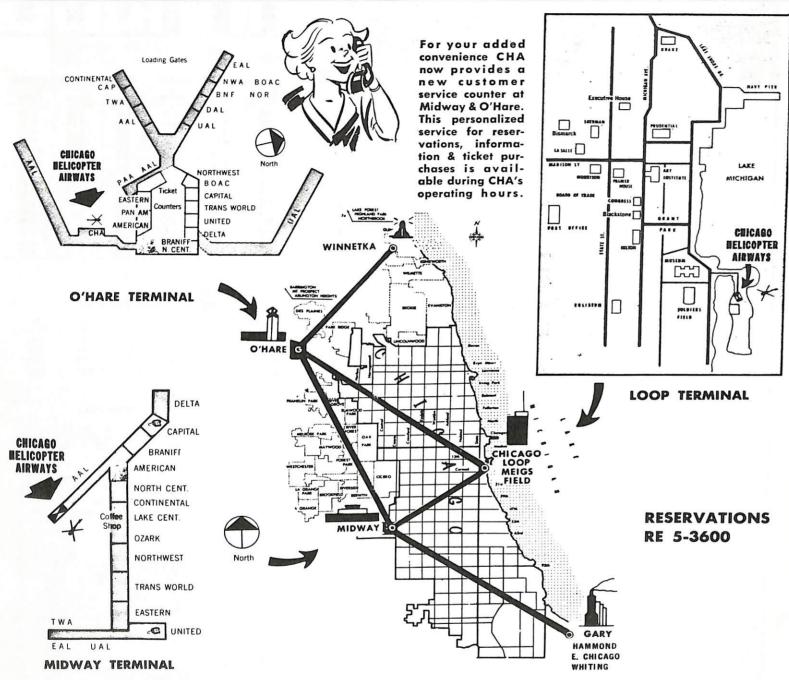
#### O'HARE-MIDWAY-GARY

FLIGHT NO.	402	8	422	
O'Hare Lv Midway Ar	6:20 6:31	11:20 11:31	4:03 4:14	
FLIGHT NO.	32	36	38	
Midway. Lv Gary, Ind. Ar Hammond, E. Chicago, Whiting	6:35 6:51	11:35 11:51	4:40 4:56	
GARY-MI	DWAY-0'	HARE		
FLIGHT NO.	33	37	39	
Gary, Ind Lv  Hammond, E. Chicago, Whiting	6:54	11:54	4:59	
MidwayAr	7:10	12:10	5:15	
FLIGHT NO.	501	511	523	
Midway Lv O'Hare Ar	7:20 7:31	12:20 12:31	5:20 5:31	

#### No greater convenience



No faster way



Indicates direct line telephone service for reservations.

#### CHICAGO HELICOPTER AIRWAYS

IN 1956 HAS BECAME CHICAGO HELICOPTER AIRWAYS. THE PAGE ABOVE SHOWS THE CARRIER'S ROUTES IN THE CHICAGO AREA IN 1959 AS WELL AS CHA'S GATE LOCATIONS AT O'HARE AND MIDWAY.

#### NORWALK PEARL RIVER STAMFORD PATERSON @ TETERBORO RUTHERFORD LA GUARDIA AIRPORT NEWARK AIRPORT N. Y. INT'L AIRPORT SOMERVILLE NEW BRUNSWICK SCHEDULED PASSENGER ROUTES PROPOSED PASSENGER ROUTES

#### NEW YORK AIRWAYS



N. Y. INTERNATIONAL-LEGUARDIA-NEWARK AIRPORTS

Flight No.		60	62	64	66	68	70	72
		P.M.	P.M.	P.M.	P.M.	P.M.	P.M	P.M.
N. Y. Int'l	Lv.		2:10	3:40		5:05	5:40	7:10
LaGuardia	Ar.		2:20	3:50		5:15	5:50	7:20
LaGuardia	Lv.	1:00	2:25	3:55	4:30		5:55	7:25
Newark	Ar.	1:20	2:45	4:15	4:50		6:15	7:45
		P.M.	P.M.	P.M.	P.M.	P.M.	P.M	P.M.

#### NEWARK-LOGUARDIA-N. Y. INTERNATIONAL AIRPORTS

Flight No.		61	63	65	69		71	73
		P.M.	P.M.	P.M.	P.M.		P.M	P.M.
Newark	Lv.	1:30	3:00	4:30	5:00		6:30	8:00
LaGuardia	Ar.	1:47	3:17	4:47	5:17		6:47	8:17
LaGuardia	Lv.	1:50	3:20	4:50	5:20		6:50	
N. Y. Int'l	Ar.	2:00	3:30	5:00	5:30		7:00	
		P.M.	P.M.	P.M.	P.M.	P.M.	P.M	P.M.

SUNDAYS AND HOLIDAYS ONLY— (Except July 3 and September 4, 1955). Passengers must check in ten minutes before flight time at United Air Lines Passenger Service Counters.

#### INTER-AIRPORT SHUTTLE FLIGHTS N. Y. INTERNATIONAL-LA GUARDIA-NEWARK AIRPORTS

	17.50						1870			_	7717000150									
FLIGHT No.	355	361	566	32	582	590	598	606	25\$	614	622	630	26\$	638	646	654	662	38	680\$	682‡
	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
N. Y. INTL Lv.			8:00	9:00	10:00	11:00	12:00	1:00	1:45	2:00	3:00	4:00	4:20	5:00	6:00	7:00	8:00	9:00	10:18	10:45
LAGUARDIA Ar.			8:10	9:10	10:10	11:10	12:10	1:10		2:10	3:10	4:10	4:30	5:10	6:10	7:10	8:10	9:10	10:28	10:55
LAGUARDIA Lv.	6:50	7:30	8:15	9:15	10:15	11:15	12:15	1:15		2:15	3:15	4:15		5:15	6:15	7:15	8:15	9:18	10:30	
NEWARK Ar.	7:10	7:50	8:35	9:41	10:35	11:35	12:35	1:35	2:08	2:35	3:35	4:35		5:35	6:35	7:35	8:35	9:44	10:50	

#### **NEWARK-LA GUARDIA-N. Y. INTERNATIONAL AIRPORTS**

FLIGHT No.	360	366	374	382	390	398	406	25‡	414	422	430	438	446	454	462	474	478	486\$
	A.M.	A.M.	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
NEWARK Lv.	7:20	8:00	9:00	10:00	11:00	12:00	1:00		2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:39	10:00	11:00
LAGUARDIA Ar.	7:37	8:17	9:17	10:17	11:17	12:17	1:17		2:17	3:17	4:17	5:17	6:17	7:17	8:17	9:56	10:17	11:17
LAGUARDIA Lv.	7:40	8:20	9:20	10:20	11:20	12:20	1:25	1:30	2:25	3:20	4:20	5:20	6:20	7:25	8:20	9:58	10:25:	
N.Y. INT'L Ar.	7:50	8:30	9:30	10:30	11:30	12:30	1:35	1:40	2:35	3:30	4:30	5:30	6:30	7:35	8:30	10:08	10:35:	

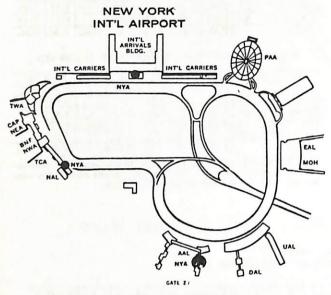
#### SUBURBAN SERVICE

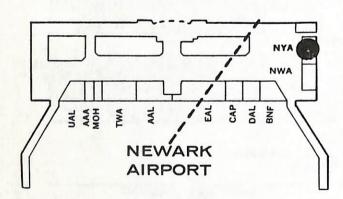
NEW YORK'S AIRPORTS—TRENTON—NEW BRUNSWICK, N. J.—TETERBORO AIRPORT, N. J. STAMFORD, CONN. AND WHITE PLAINS, N. Y.

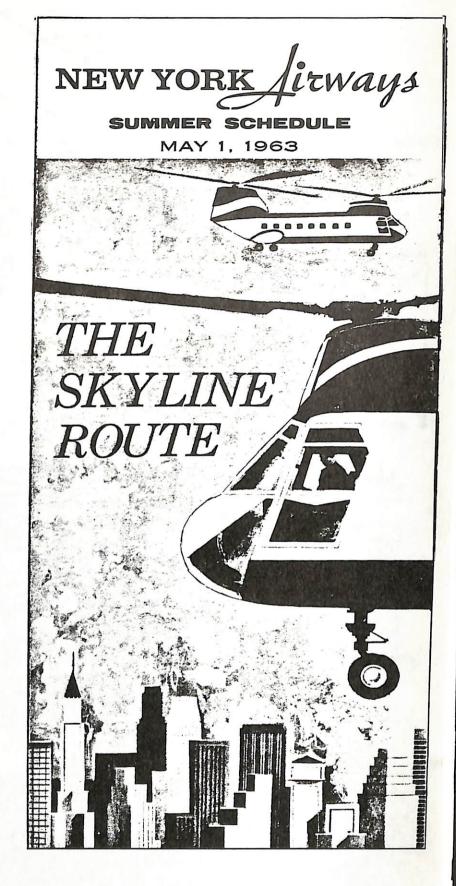
										n Daylight Saving T		,								
	SOUTH AND EASTBOUND (Read Down)									NORTH AND WESTBOUND (Read Up)										
No. 51 A.M.	No. 31 A.M.	No. 32 A.M.	No. 55 A.M.	No. 25 P.M.	No. 57 P.M.	No. 35 P.M.	No. 27 P.M.	No. 38 P.M.				No. 50 A.M.	No. 30 A.M.	No. 32 A.M.	No. 54 A.M.	No. 26 P.M.	No. 56 P.M.	No. 34 P.M.	No. 38 P.M.	No 28 P.M
7:35 7:46			10:35 10:46		6:30 6:41	8			Lv. Ar.	STAMFORD WHITE PLAINS	Ar. Lv.	7:32 7:22			9:53 9:43		5:53 5:43			
7:50			10:50		6:50		100		Lv.	WHITE PLAINS	Ar.	7:20			9:40		5:40			
	8:35	9:30				7:40		9:33	Lv.	TETERBORO	Ar.		8:31	9:26				7:31	9:29	
8:10	8:46		11:10		7:10	7:51			Ar.	LAGUARDIA	Lv.	7:00	8:20	9:15	9:20		5:20	7:20	9:18	
8:30	9:20 9:30		11:30	1:30 1:40	7:35	8:20 8:30			Lv. Ar.	LAGUARDIA N. Y. INT'L	Ar. Lv.		8:00	9:00	9:00	4:30 4:20	5:00	7:00		
				1:45			8:00 8:10		Ľv. Ar.	(IDLEWILD) LAGUARDIA	Ar. Lv.					4:10				10:08
8:35		9:41	11:35	2:08	7:35		8:15 8:35	9:44	Lv. Ar.	LAGUARDIA NEWARK	Ar. Lv.		8:00		9:00		5:00	7:00		9:50 9:39
7				2:18 2:45			8:45 9:10		Lv. Ar. P	NEWARK NEW BRUNSWICK	Ar.					3:40				9:37 9:12
				2:45 3:05					Lv. N	VEW BRUNSWICK TRENTON	Ar.					3:30 3:10				
A.M.	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.			5	A.M.	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.

23









ABOVE: LOCATIONS OF NEW YORK AIRWAYS OPERATIONS AT THE THREE MAJOR NEW YORK AIRPORTS IN 1960. GATE OR TICKET COUNTER SPACE IS INDICATED BY BLACK DOT. AT RIGHT: NEW YORK AIRWAYS TIMETABLE FROM SPRING 1963 SHOWING VERTOL 107'S ON COVER AGAINST NEW YORK SKYLINE. AT THIS TIME THE AIRLINE WAS SERVING ONLY NEW YORK INTERNATIONAL AIRPORT AT IDLEWILD, NEWARK AIRPORT, AND THE WALL STREET HELIPORT. LA GUARDIA WAS NOT SERVED AT THIS TIME (AS IT WAS IN THE MIDST OF EXTENSIVE REMODELLING), NOR WERE SUBURBAN POINTS.



EFFECTIVE FEBRUARY 26, 1954

# NATIONAL AIRLINES Helicopter Service

		outh Bor Read Dov			DAILY FLIGHTS			orth Bou Read U	
	1-41 AM	H-43 AM	H-45 PM			L T	H-40 AM	H-42 AM	H-44 PM
		10:15		Lv	WEST PALM BEACH Palm Beach Int'l Airport	Ar		9:56	
		10:19 10:20		Ar Lv	WEST PALM BEACH Marina Park	Lv Ar		9:52 9:51	
		10:35 10:36		Ar Lv	DELRAY BEACH	Lv Ar		9:36 9:35	
		10:42 10:43	3:45	Ar Lv	BOCA RATON	Lv Ar		9:29 9:28	3:38
7	:34	10:58 10:59	4:00 4:01	Ar Lv	FORT LAUDERDALE	Lv Ar	7:32	9:13 9:12	3:23 3:22
	:41 :43	11:06 11:07	4:08 4:09	Ar Lv	HOLLYWOOD	Lv Ar	1	9:05 9:04	3:15 3:14
		11:16 11:17	4:18 4:19	Ar Lv	BAL HARBOUR	Lv Ar		8:55 8:54	3:05 3:04
,		+	4:26 4:27	Ar Lv	MIAMI MacArthur Causeway	Lv Ar		8:47 8:46	2:57 2:56
	:00 M	11:29 AM	4:33 PM	Ar Lv	MIAMI International Airport	Lv Ar	7:10 AM	8:40 AM	2:50 PM

#### HELICOPTER FARES 3.04 6.09 3.48 10.43 7.83 Hollywood 13.91 10.87 7.83 3.48 20.43 17.83 10.00 Boca Raton 23.48 20.43 17.39 13.04 10.00 30.00 27.39 24.35 20.00 16.52 10.00 6.96 32.17 29.56 26.09 18.69 11.74

All fares, one way, plus tax

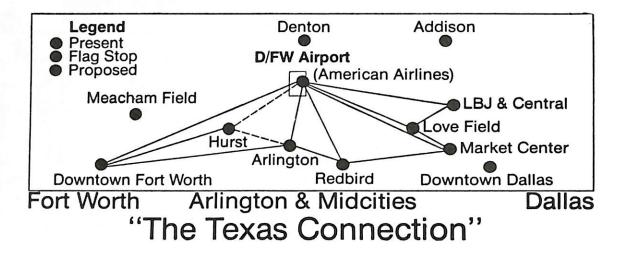
#### HELICOPTER CHARTER RATES

for lease of entire aircraft up to 7 people per mile, \$2.00—hourly, \$200.00 with \$100.00 minimum See other side for HELIPORT locations

IN 1954 NATIONAL AIRLINES OPERATED A SCHEDULED HELICOPTER SERVICE IN THE SOUTH FLORIDA AREA USING THE SIKORSKY S-55. ABOVE ARE NATIONAL'S HELICOPTER SCHEDULES AND FARES EFFECTIVE FEBRUARY 26, 1954.



"The Texas Connection"



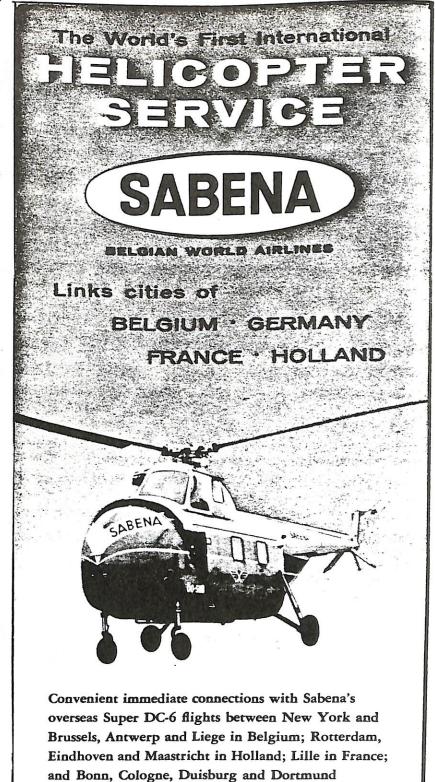
IN THE LATE 1970'S, METROPLEX HELICOPTER AIRWAYS, INC., OPERATED A SHORT-LIVED HELICOPTER SERVICE IN THE DALLAS/FORT WORTH AREA. ABOVE SCHEDULE AND ROUTES AS OF MAY 1, 1977.

INTER-EUROPE										INTER-EUROPE								
S-55 HELICOPTER — TOURIST CLASS DAILY EXCEPT SUNDAY										s		COPTER LY EXCE		IST CLAS	ss			
SN-H 928	SN-H 926	SN-H 916	SN-H 910	SN-H 914	SN-H 908	SN-H 902	SN-H 922	\\	LOCAL TIME	7	SN-H 923	SN-H 929	SN-H 907	SN-H 903	SN-H 917	SN-H 915	SN-H 911	SN-H 927
16:25 17:07 17:10	11:45 12:27 12:30	16:30	12:10	11:50 12:30 12:33	16:45 17:00 17:03 17:45	12:00 12:15 12:18 13:00	16:50	Lv Ar Lv Ar Ar Ar Lv Ar Ar	BRUSSELS ANTWERP ANTWERP LIEGE LIEGE LILLE ROTTERDAM EINDHOVEN EINDHOVEN MAASTRICHT		19:20	19:35 18:50 18:47	19:15 19:00 18:57	15:50 15:35 15:32 14:50	19:35	16:15 ↑ 15:30 15:27 ↑	16:00	16:10 15:25 15:22
17:52	13:12 13:20 13:43	17:13 17:55	12:53 13:33 13:38 13:50	13:18				Lv	MAASTRICHT COLOGNE COLOGNE BONN DUISBOURG DUISBOURG DORTMUND			18:02			18:50	14:37	15:15 14:30 14:17 14:05	14:37 14:23 14:00

①-FR ONE HOUR LATER AFTER JUNE 15

SABENA BEGAN HELICOPTER SERVICES TO SERVE AS FEEDER LINES TO ITS MAJOR INTER-EUROPEAN AND INTERCONTINENTAL ROUTES. SABENA INAUGURATED THE WORLD'S FIRST INTERNATIONAL HELICOPTER SCHEDULES ON SEPTEMBER 1, 1953. ABOVE SCHEDULES ARE EFFECTIVE AS OF APRIL 22, 1956.





in Germany.

The Route of the Cathedrals



ABOVE LEFT: BEA BEGAN THE FIRST SCHEDULED PASSENGER HELICOPTER SERVICE ON JUNE 1, 1950, USING WESTLAND-SIKORSKY S-51'S BETWEEN CARDIFF-WREXHAM-LIVERPOOL. ABOVE RIGHT: SABENA HELICOPTER SCHEDULES AS OF 1953 PROUDLY PROCLAIM THE CARRIER'S OFFERING THE FIRST INTERNATIONAL HELICOPTER

#### AIRLINEMODELING

bu GERRY COLE

This was my first WAHS convention. despite years of verbal prodding from old friend Joe Turner. There was lots to do, even for the noncollector model builder. I could have spent the entire time just looking through postcards and slides for new model subjects. There were also model kits and solid airliner models to be purchased, although I personally felt the prices asked for the former were rather high.

The model contest was well-attended (80 entries) and very well administered (thanks to Dave Jones of Hollywood, FL). I particularly enjoyed the diversity of liveries achieved by handpainting and lettering, or by adapting commercial decals to a model for which they were not designed. Variety is the spice of life and it doesn't hurt a model contest either. Consider, for example, a 1/48th scale Delta L-100, a Pan Am billboard-lettered SST, a scratch-built Learfan, or a Boeing 737-208C with open cargo door and cargo "igloo's" loaded inside. Hartford had all these and much more. For the nostalgia buffs there were Connies, DC-3s, Convairs, Electras and a DC-7.

> AIRLINERS INTERNATIONAL '86 MODEL CONTEST WINNERS

#### PROPS, SMALL SCALE:

- 1. Northwest L-188 Electra by Jamie Diaz, Miami, FL.
- 2. Piedmont YS-11
- by Rick Guilbault, Detroit, MI. 3. Ethiopian DC-3 by Ron Kluk, Chicago, IL.

#### PROPS, LARGE SCALE:

- 1. Delta Freighter L-100 by Eli Geher, Wappingers Falls,
- 2. CAS Shorts Skyvan by Eli Geher, Wappingers Falls,
- 3. Mid Pac YS-11 by Roger Sawyer, Kirkland, Wa.

#### JETS, SMALL SCALE: 1. Singapore 747-300

- by Allen Evans, Tampa, FL.
- 2. ANA 747-200 by Allen Evans, Tampa, FL.
- 3. Royal Brunei 757 by Rick Guilbault, Detroit, MI.

#### JETS, MEDIUM SCALE: 1. Alaska 737 Cargo

- by Gerry Cole, Vestal, NY. 2. Northeast 727-200
- by Jamie Diaz, Miami, FL. 3. Air France A310 by Allen Evans, Tampa, FL.

- JETS, LARGE SCALE: 1. Qantas 767
- by Allen Evans, Tampa, FL.
- 2. Air Canada DC-9 by James Peters, Kansas City,
- 3. Ansett 767 by Brian Moruska, Naugatuck, CT.

#### CONVERSIONS, ALL SCALES:

- 1. JU-86
- by Eli Geher, Wappingers Falls, 2. PAA DC-7
- by Hans Pennell, Norwalk, CT. 3. KLM 737-300 by Rick Guilbault, Detroit, MI.

#### AIRLINER DIORAMA:

PAA Boeing 314 at sea by James Etchison, Queens Village

FLIGHTS OF FANCY, ALL SCALES: Pacific Western L-1011-600 by William Moore, Pacoima, CA.

DISPLAY MODELS, WITH STANDS: People Express 727-200 by Dennis Andrews, Jersey City,

BEST THEME AIRCRAFT, BOEING 727: Northeast 727-200 by Jamie Diaz, Miami, FL.

BEST OF SHOW, VIA POPULAR VOTE: Air Canada DC-9

by James Peters, Kansas City, MO.

There was a class for junior entries but unfortunately none were recei-

Photos of the first-place winners in each class are included here. except where the model had been removed from the contest room before photos could be taken. Others will be shown as space permits.

Some very nice plaques were presented to all winning builders at the Saturday evening banquet. My personal thanks go to the convention organizers, the judges and the contestants for a delightful time.

IPMS NATIONAL If Hartford was a CONVENTION '86 tour de force in

terms of the number or airliner models entered, the IPMS national convention was a bust. Because of the good turnout in airliner models in the past few years and because of California's reputation as a leading area for airline modelers, there were four classes "just for us". Of these. one had no entries, another only two and a third had four. The only "popular" class was 1/100th and larger prop airliners. I am not taking anything away from the

quality of the models entered, but the quantity just wasn't up

Your model editor didn't help the entry situation (no eligible entries), but I did collect a number of photos of winners and non-winning-but-interesting entries. I also placed a "request for information" sheet with each entry I photographed, along with my WAHS business card and membership information. Most of the information forms were returned, so I can pass along more than just the names of who won.

The highlight airline model wasn't even entered in one of the four airline classes. Built entirely from scratch, using techniques described in the OCT 86 issue of "Finescale Modeler", Bob Rice's Boeing Model 80A won "Most Popular Model" and "Best Detailed" awards, in addition to winning in its class. I'll let the photos of Bob's model speak for themselves, except to say that just about everything was detailed, both inside and out. This is the kind of model any museum would be proud to display.

In the other classes, Bill Devins won the small scale prop class with the norOntair Twin Otter illustrated in the LOG, 12/2. Second place went to WAHS member Roger Sawyer's Continental DC-3 with Gene Hooker's decal lettering. Roger Sawyer, of Kirkland, WA, also took third place, with an Eastern DC-3 from the Testor's kit.

In small scale jets the first two places were awarded to 1/200th scale Boeing 727-200s by Walt Fink of Crystal Lake, IL. Walt uses Tamiya acrylics and Metalizer, and paints all the cheat lines with an airbrush. His first 727 was done in Braniff "Flying Colors" greens. with a combination of Microscale decals and dry transfers for the lettering and logos. Walt applies the dry transfers to Microscale's Super Film first, then applies it to the model much like a normal decal. The Hasegawa kit wing exit route decals were applied over a white decal sheet base to achieve proper opacity. The second-place -200 was finished in USAir livery, using the decals from ATP's 1/144th scale BAC 1-11 sheet. The highlight of this entry was its realistic shaded aluminum finish, done with flat, non-buffing Metalizer mixed with black and grey















- 1. Northwest L-188, Revell kit, James Diaz. 2. Delta Freighter L-100, Brian Moruska.
- 3. Singapore 747-300, Hasegawa, Allen Evans.

#### RIGHT, TOP TO BOTTOM:

ABOVE. TOP TO BOTTOM:

- 4. Alaska 737 Cargo, 1/144th scale, Gerry Cole.
- 5. Qantas 767, Nitto kit, Allen Evans.
- 6. JU-86 conversion, 1/72nd scale, Eli Geher. 7. Boeing 414 diorama, James Etchison.



28

in different amounts. The lowluster finish was very effective in this small scale, and should be used more often by modelers. Third place was won by Don Hayes for his 1/200th scale PSA DC-9, using the new ATP decal sheets.

The large scale jet class had a familiar winner: WAHS member Jim Peters from Kansas City, MO. Jim's Air Canada DC-9 seems to be getting a lot of flying hours, as it was also a deserving winner at Hartford. Second place was for Roger Sawyer for his Pan Am Boeing 707 built from the Heller 1/72nd scale kit. Roger rushed the model, finishing the kit in three weeks and doing some last-minute touchup with the model on the contest table. Roger, we appreciate your dedication, giving us a chance to see what the new kit looks like when completed. There were no other entries in the large scale jets.

So much for the big contests in 1986. Next year it is to Indy for the WAHS convention, or to Washington, DC, for the IPMS contest. That's right! Both airliner model contests are scheduled for the same weekend, both in the Eastern part of the U.S., and both potential highlights of the modeling year. I have been told there is no problem, because there are relatively few members of the two organizations involved. But of the winners in Hartford this year, 30% travelled across the country to Sacramento for the IPMS convention. That seems like a large percentage of model builders who will be forced to make a choice next year. A choice that will ultimately be detrimental to attendance at both conventions. It is probably too late to do anything about the conflict in 1987, but perhaps the problem could be contained in future years. It sure would be a shame to miss either Denver or Dayton in 1988.

**PRODUCTS** 

There was little news for the airline modeler at

the IPMS convention in Sacramento, except for the Heller Boeing 707 kit. Those familiar with Bert Kinzey's "Detail & Scale" series of excellent aircraft reference books will be pleased to learn a book on the Boeing 707/KC-135 is coming. Not a book on color schemes, but one which will detail the aircraft themselves, from cockpit to gear wells. Just what we model builders have long needed. Wishful thinking, perhaps, but wouldn't it be nice if this were the start of a series on commercial transports?

Speaking of detail, have you ever envied the military modeler, with

'all the etched brass detail parts available to him? Well, the airline modeler strikes back. I have convinced Fred Hultberg, the wizard of photo-etching, to market some civil detail items. The first is an airstair set for the Boeing 727/737 series, available in a wide selection of scales and including blade antennas and a 737 nose wheel gravel deflector plate. There are 29 parts to the airstairs alone and although these parts are a might small in 1/144th and 1/200th scales, Fred's photo-etch process makes the assembly relatively painless. There are no interconnecting tabs to remove, as all the parts are attached to a soft rubber backing. To remove the parts, simply place the sheet part-side-down in lacquer thinner and the backing floats free in minutes.

The second item is a set of cargo door and cabin safety nets for Boeing commercial and and military cargo aircraft. How I wish I had these when I built my Alaska 737 cargo model. For information on prices, contact Fred at Fotocut, Erieville Road, Box 120, Erieville, NY 13061. The 1/144th scale parts will also be available from ATP. I did the artwork for all these parts and will do additional projects if you folks will lend me the required reference material.

The ATP Airliners ATP CATALOG HAS BEEN MAILED America catalog has been mailed, with prices valid thru MAY 87. I

recommend Clint's video on vacuumform building. Although not likely to win an Emmy, or even be nominated, this video just might be what you need to finish one of these models. At \$15 plus postage and handling, this is a bargain. As Clint says, watch it a couple of times and then use the cassette to record a few episodes of "Dallas".

ATP/AA also has Cumpucolor paints matched to KLM blue and Federal Express purple, and decals for the Korean Air Lines A-300 and 747.

While on the West Coast in July, I had a chance to see the pattern for the ATP/AA 1/144th scale Shorts 360, and it is a beauty. The Boeing 737-300 test shot from Leoman Models also looked good, although I haven't been able to buy one for review.

The Hasegawa 747-300 EUD kit may look like just another 1/200th scale 747 kit, but look closer at those engines. That's right, this new kit contains four of the nicest Rolls Royce RB-211s you have ever seen. Unlike the RB-211s in all the TriStar kits, these engines have the latest tailpipe configuration.

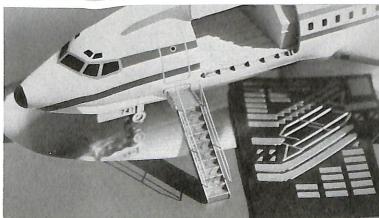
NEXT ISSUE In the next issue I'll explain my

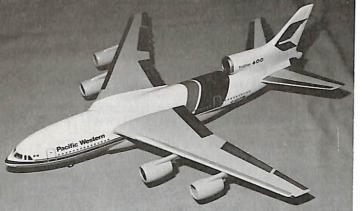
review policy, and we'll try to build a better Boeing 737. We'll also use those straws you have been collecting. Until then, have a good flight.

All photographs with this colum by Gerry Cole.

- 8. USAir Boeing 727-200, Hase, gawa, Walt Fink.
- 9. Fotocut stair and prototype kit with AM editor's Alaska 737.

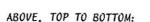












10 Pacific Western L-1011-600, 1/144th scale, William Moore.

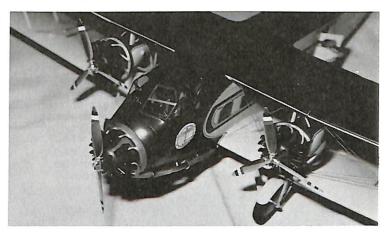
11 Northeast Boeing 727-200, Airfix kit, Jamie Diaz. 12 Air Canada DC-9, 1/100th scale, James Peters Note thrust reversers deployed and flaps/LE slats down.

#### RIGHT, TOP TO BOTTOM:

- 13 Scratchbuilt Boeing 80A, 1/32nd scale, Bob Rice.
- 14 Some of details of Bob Rice's magnificent Boeing 80A.
  15 Continental DC-3, 1/72nd scale, Roger Sawyer.
- 16 Braniff Flying Colors 727-200, 1/200th scale, Walt Fink.











#### POST CARD CORNER

by WILLIAM DEMAREST

(Because of the large amount of copy and the large number of photographs about the convention in this issue, we can bring you only an abbreviated post card colum. Our aplogies to Bill Demarest and to all our readers.

The Airliners International '86 Convention is now history. For those who trekked to Hartford, I hope you found lots of new postcards for your collections. The convention turned out to be an overwhelming success - thanks to all who came to our show.

US Publications published two postcards for this year's convention: a LAN-Chile 707 and a Royal Brunei 757. Both cards have the IA '86 logo printed on the reverse side.

This issue of the LOG focusses on helicopters and helicopter airlines. New York Airways published several postcards of the S-61 and S-55 helicopters. Aeroflot, with their diversified fleet of aircraft, also has printed postcards of helicopters. I am including two of those Aeroflot cards (BELOW): Top- a Mi-2 light utility helicopter shown in the crop-spraying role. It is also used for a host of other tasks. Bottom - Mi-10 flying crane development of the transport Mi-10 helicopter. The bottom card on the right shows a KLM Noordzee

Helikopters S-61N, PH-NZL, delivering a patient to the Elisabeth Hospital in Haarlem. Although used mainly on oil-rig resupply services over the North Sea and not on scheduled airline services, KLM's helicopters are frequently used to transport seriously ill people.

Two more helicopter cards are added from the Editor's \_Continued at bottom of next page-





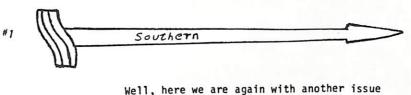






#### AIRLINE HAPPY HOUR

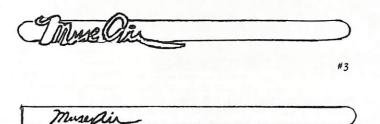
by AL S. TASCA





Well, here we are again with another issue of the Captain's Log. This is the helicopter issue, but since I have no helicopter airline sticks, I am going to have to present some other material.

Before I do this, I would like to publicly thank WAHS members Ed Taylor and Frank Palombi for the sticks they sent me and also member Norman Houle for the Northeast Airlines stick information. It is thoroughly appreciated, gentlemen. Thank you.



#2

HELICOPTER POSTCARDS
-Continued from previous page-

- very modest - postcard collection. Top right - The former Heliport at Rotterdam showing two SABENA S-55s. Actually, this B\$\text{S}\$ card is a montage. The airborne helicopter has been superimposed on the negative before the card was printed. This card, produced commercially by TAKKEN, dates to the early 1950s. The other card shows BEA Helicopters S-61N G-ASNL. This is a beautiful color card, published by Valentine \$ Sons of Dundee and London. The text at the bottom reads, "Sikorsky S.61-N Helicopter (which operates in the Scilly Isles Service)."

I also have in my collection two B&W S-51 cards, both produced commercially in The Netherlands. One, dating to the early 1950s, shows a Sikorsky company demonstrator and the other depicts PH-HAA in the late 1940s.

Then I have a B&W card showing a SABENA S-58, a card showing S-62 prototype N&&O and one depicting S-64 Skycrane N306Y, complete with passenger pod, also in B&W. All three were published in The Netherlands in the 1950s or 1960s by commercial publishers - JG.

#### BOOKCASE

A HISTORY OF BRITISH AIRWAYS HELICOPTERS AND ITS PREDECESSORS SINCE 1947, by P. LoBao, M.A. Published by Air-Britain (Historians), Tonbridge, Kent, U.K. Price: € 4.80 (A-B members) or £7.20 (all others).

A fascinating book telling in great detail the history of BAH from its 1947 beginning as the BEA Helicopter Experimental Unit operating dummy mail runs with three S-51s and two Bell 47Bs, to today's modern 30+ fleet which is engaged on a wide range of scheduled and charter services. The narrative is supported by many tables, maps and a wealth of statistics. Also included is a complete fleet list from 1947 to 1986 with delivery and disposal dates for each helicopter ever used by the company. The 70 photos are exceptionally-well reproduced and are extremely clear on the high-quality paper. Most of them are printed over the full seven inch (17.5 cm) width of the page face. This book is of the typical second-to-none thoroughness we have come to expect of Air-Britain. Definitely a "must have book" for all helicopter and airline enthusiasts.

Unfortunately the convention did not yield me as many new sticks as I would have liked, but I will cover three that I think will be of interest to the stick collector, along with a Southern stick which I believe was a limited edition one as it corresponds with one of their yearly shot glasses.

The one item that I did come across at the convention was the 5" (12.6 cm) Southern Airways pick (#1). This pick is one-sided except for the engraved "wedge" logo on top. It comes in two varieties, with and without the raised name on the shank. Southern used this logo from about the mid-1970s until 1979 when they merged with North Central Airlines to become Republic Airlines. (Incidentally, I have never seen a Republic Airlines stick and would be very interested in knowing whether or not any exist.)

To my knowledge, this Southern stick only came in white or in blue, but now I have a red one. Other known colors of this stick are as follows:

WITH name: white, red, dark blue in two variations;
WITHOUT name: white, off-white, dark blue in two variations.

The sticks with the name on them have a small "USA" on the reverse, just forward of the end, while the plain ones have nothing there.

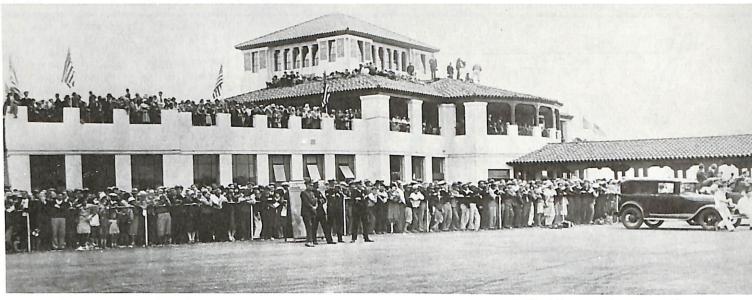
The 4 1/8" (10.4 cm) one-sided pick in #2 also contains no manufacturer's name and matches the design on a Southern shot glass issued in 1973 when they still used the single "S" logo. I do not know for how long this stick was used.

Fig. #3 shows the latest stick from Muse Air of Dallas, Texas which became TranStar earlier this year. Even with the name change, the company is still using this stick. The only color that I know of in this one-sided 4½" (11.4 cm) stick with raised letters is dark blue. The manufacturer's name, Zoo Pik Dallas, appears on the reverse side at the very end.

Fig. #4 shows the only other Muse Air stick that I know of. It was used before #3. This one also has raised letters, but no manufacturer's name. This stick is thicker that most sticks (1/8", 3 mm) and is also  $4\frac{1}{2}"$  (11.4 cm) long. Known colors are dark blue (same as #3) and chocolate.

#### REPORT FROM THE FIELD

by JIM "JET" THOMPSON



#### BURBANK

This month we'll take a look at the Burbank-Glendale-Pasadena Airport in California to tie in with the third part of the Lockheed Twins story. This is the airport where the Electras, L-14s, Lodestars and Hudsons were built, along with the earlier Vegas and Orions and the Constellations, L-188 Electras and many other types of later generations.

OPENING ON MEMORIAL DAY

Let's go back to the beginning and follow the develop-

ment of the airport. The new facility at Burbank was opened and dedicated on 30 MAY 30, Memorial Day. It was then called United Airport, after the United Aircraft and Transport Corporation which had purchased the 240-acre  $(0.9 \text{ km}^2)$  site when the people of Burbank couldn't come up with the \$500,000 needed to buy the land.

The opening was marked by a splendid air show which lasted three days and featured 140 airplanes. It attracted hundreds of spectators, a large crowd for those days.

United Airport became the major airfield serving the Greater Los Angeles area and remained so for 17 years. It was also the first million-dollar airport in the U.S. The entire facility at that time consisted of two hangars and what the local residents called a "pretentious" terminal building.

Two years later, in 1932, the then four-year-old Lockheed Aircraft Corporation moved to the field with a hangar containing some cabinet-making tools, machine shop and concrete molds for shaping plywood fuselages. The first rain storm after they moved in, flooded the shop up to a foot deep.

The wooden Vegas were the first aircraft built by Lockheed in their new building.

In 1934 the airport began what has become a series of name changes when it was renemaed Union Air Terminal. This name lasted six years, until 1940, when Lockheed Aircraft Corporation purchased the airport and changed the name to Lockheed Air Terminal. This name would last

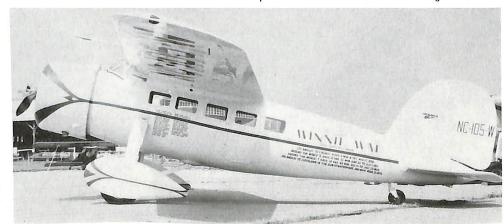
Called "pretentious" by the press and local residents, the terminal building of the new United Airport, was officially opened and dedicated on 30 MAY 30, Memorial Day in the U.S.

for the next 27 years and Lockheed would own the facility for the next 38 years.

The first change Lockheed made after purchasing the field was expand it by adding another 300 acres (1.2 km<sup>2</sup>) and then build 45 additional buildings, including 17 han-

Photographs with this article are courtesy of the Burbank-Glendale-Pasadena Airport Authority, unless otherwise credited.

Famous Vega 5C "Winnie Mae" of Wiley Post was built at Burbank. Aircraft in picture is a later Vega painted up as Post's. (Gerritsma files)



Through the 1940s the airport experienced its greatest growth and became one of the six largest and busiest in the U.S.A., handling as many as 300 takeoffs and landings each day. Much of this activity was of course due to the war effort and Lockheed's share in that. The field was also used by the government for test flights of aircraft by other manufacturers.

After World War 2 had started, the Army came in and camouflaged the entire airport to keep it from being spotted by enemy aircraft. Viewed from the air, the field looked as if there were nothing but plowed fields and farm houses on the site. The only thing the Army did not change were the nearby Verdugo Mountains.

1946 saw what could have been the death of the Lockheed Air Terminal. In that year Los Angeles International Airport was opened for service and the majority of the airlines serving the area moved their operations to the new LAX. But the old Lockheed terminal hung in there. It became a back-up airport for LAX and also began to service cargo and non-scheduled operations and it would become very active every time LAX was shut down by fog.

An interesting story to go along with that Los Angeles fog situation is that back in the 1920s, when people were looking for a site for an airport, they looked at the present LAX site, but it was turned down because the area was prone to fog, so close to the coast. The Burbank site was inland, at the base of the mountains and therefore had fewer problems with fog.

Lockheed officials decided early in the 1960s that the airport had expanded about as much as was possible. To handle the largest jet aircraft would have meant expanding one of the two runways to about 10,000 ft (13,000 m) in length and the company was not willing to spend the \$50 million needed to do this. A few years later residents living around and under the flight paths of the airport began to complain about the noise of the jet aircraft using it.

The fourth name change of the Burbank airport took place in 1967. when it became the Hollywood-Burbank Airport, after 27 years as the Lockheed Air Terminal. But Lockheed Air Terminal, Inc. would remain the owner for the next 11 years.

A ban on takeoffs from the airport between 11 p.m. and 7 a.m. came into effect in 1968. The ban was ordered by Burbank city officials after an outcry by citizens. However, the airlines operating from the airport



sued to have the ban overturned. The resulting court battle went all the way to the United States Supreme Court, which in 1973 ruled the city had no right to stick its nose into what was essentially an FAA matter. This took care of the might flying but it also turned the area resident totally against any possible future expansion at all.

THE AIRPORT

LOCKHEED SELLS Two years later, in late 1975, Lockheed finally had

enough of running the airport in the face of problems created by its neighbors over the noise issue. The company called a press conference and announced it would sell what was at that time the last-remaining privately-owned commercial airport in the United States. The airport had been making a steady profit but apparently this was not large enough to justify the large capital investment Lockheed had tied up in it. One Lockheed public relations official even stated that if no buyer could be found, the land would be turned into an industrial park.

In JUN 77 the California Legislature amended the government code to enable the city governments of Burbank, Glendale and Pasadena to from a joint powers authority to operate the airport. In JUN 78, three years after Lockheed had announced it would sell the facility, the authority purchased the Hollywood-Burbank airport from Lockheed for \$51 million and the name was again changed - for the fifth time - to

Hollywood-Burbank Airport was the fourth name for the same airport at Burbank. It received the name in 1967 and it lasted until 1978. when the present name of Burbank-Glendale-Pasadena Airport was adopted. Photo shows the passenger side of the main terminal building.

become the present Burbank-Glendale-Pasadena Airport.

Today the airport has two runways, 15-33 and 07-15. At 6,902 ft (2,100 m) long 15-33 is the main runway used for daylight operations. 07-25 is 6,074 ft (1,850 m) long and is the main runway used between 10 p.m. and 7 a.m. due to curfew regulations. The airport's noise control standards are among the most stringent in the entire country.

The Terminal building forms an L-shape in the smallest corner of the field. Lockheed has a large facility on this same section, along with a much-larger facifacility across Runway 07-25 from the terminal building. PSA has added its own passenger facility to the south end of the terminal building.

Future plans for the airport call for a split terminal with an underground people mover system. This would make better use of the limited land available for development.

AIRCRAFT SEEN AT BURBANK

The following aircraft can be seen flown into BUR at

the time of writing:

35

Aerial overview of the Hollywood-Burbank Airport - as it was then called - in 1969. A PSA 727 and 737 are on the ramp in front of the curved terminal building. This view is to the east, and shows the close proximity to Burbank.

Piper Navajo PA-32: Air LA, Mommoth Air Shuttle; EMB-110: Westair operating as a United Air Lines Commuter; SA226TC Metro II and III: SkyWest Airlines operating as a Western Airlines Express; YS-11A: Mid-Pacific

Jet traffic includes the following aircraft and airlines:

BAe-146: PSA and since recently Royal West Airlines; DC-9-10: Continental; MD-80 (most numerous jet type): American, TWA, Continental, PSA, Alaska; 737-200: Air Cal; 737-300 (second-most numerous jet type): Western, Continental, Air Cal, America West; 727-200: Alaska; 767-200 (largest aircraft at BUR): United Air Lines.

PHOTOGRAPHY Photography at the FRUSTRATING airport can be somewhat frustrating. Views from the terminal are almost non-existent. Some parts of the ramp and apron can be viewed and photographed from the parking garage but you will need a long lens for them. Various interesting aircraft can be seen when driving around the airport perimeter. Approach shots at any of the runways can be had only if you are prepared to walk a good distance because there are no parking spaces nearby the right locations.

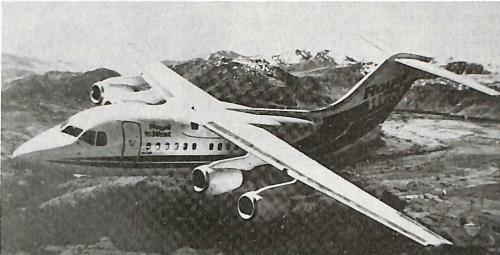
I would like to thank the following people and articles for the help they provided me in doing this story. I could not have done it without:

Jeffrey S. Roundtree and Debra Cohen of the Burbank-Glendale Pasadena Airport;

"The Last of Its Kind" by David Dickman, Airline Quarterly, Vol. 1, No. 1, Summer 1977;

"Airports for Enthusiasts" by Martin S. Harrison, The Aviation Hobby Shop.





<u>ABOVE</u>: Royal West Airlines of Las Vegas, Nevada, is the latest carrier serving Burbank. It operates daily schedules with three BAe.146-100A. The aircraft seen carries the pre-delivery British "Class 2" test registration G-5-512. (BAe). <u>BELOW</u>: No airliners in this photograph of the large air show fleet which visited on opening day of the United Airport in 1930, but an interesting picture all the same. Aircraft in the foreground appear to be Keystone bombers.



#### WINGS & THINGS

by RICHARD KORAN

"What a cast of characters!" according to the Berlitz travel guide on Oslo and Bergen, Norway. "Harald Fairhair, Eric Bloodaxe, Magnus the Good ... the saga begun by the Vikings spans 1,000 dramatic years. The Vikings were the most celebrated - and notorious - Norwegians, but the land had been inhabited for thousands of years before those intrepid travellers made the world sit up and take notice." Then came the Korans!

The scenery was spectacular, to say the least, as we vacationed in Denmark and Norway. Adjectives are in short supply after a couple of weeks in that rugged and grandiose land. We flew from Chicago's O'Hare to Frankfurt on American Airlines (of course) to spend a few days getting our body clocks on local time. Arrived in the early-morning Main Valley haze and, after picking up our baggage and exchanging some money into Deutsch Marks, telephoned our new-found friend and fellowcollector, Hector Cabezas, Hector is the Interline Cargo Manager for the Soviet airline Aeroflot. We had "met" via the mails a year or so ago and it was going to be exciting to finally put a "face" on all of the letters and cards!

Hector Cabezas's collection of wings, badges and collectibles is second to none! The collection spans years of airline history and operations - and is destined for permanent display in the soon-tobe-built flight museum at the Frankfurt Flughafen (Airport). He works closely with the Director of Historical Collections and devotes much of his spare time writing letters and establishing world-wide connections to build on his extensive displays of airline badges and relics. A large part of his collection is on display in the lobby of the Steigenberger Hotel just a few minutes drive from the airport terminals. It just so happens that airline crewmembers from all over the world are quartered here at the hotel on layover. Wings and badges from the early days of the "Zeppelin Luftschiffen" and Lufthansa are shown together with items from the present. Lufthansa's first pilot badge, a striking gold-on-blue enamel badge in its own fitted case, is on display along with the goldwire Captain's wing of American Overseas Airlines!

Mr. Cabezas was born in Argentina and became a civil pilot in Buenos Aires in 1935. He emigrated to Holland where he flew co-pilot with Martin's Air Charter until into the 1960s. Flying opportunities were scarce in the Federal Republic of Germany in those days, so he went to work in the public sector. Hector has been working on his collections for many years and the rooms on the airport property which house the memorabilia reflect the years of his efforts.

ON TO BODO From By SAS DC-9 Cop

From FRA we flew to Copenhagen on an SAS DC-9 and after

a few days in that beautiful city. we headed north to Oslo - again on SAS - to connect with that carrier's DC-9 flight to Bodø, north of the Arctic Circle. We went to Bodø for our first face-to-face meeting with a fellow I've been writing with for almost five years. When I wrote to Widerge Airlines, requesting one of their new metal pilot wings, my letter found its way to Thorleif Lindtvedt's desk. Lindtvedt, Widerée's Simulator Supervisor, answered my request and we have been corresponding ever since - and exchanging "wings and things".

We spent a week with the Lindtvedt family in their home and at their cabin near Ornes, an hour and 45 minutes south of Bodø by Helgoland Express, a hydrofoil that does 35 knots over the water. Thorleif managed tickets for us for a Widerøe Dash-7 flight out to the Lofoten Islands, a chain of hilly islands separated from the mainland by the Vestflord which is some 50 miles (80 km) at its broad southern end. We met the crew and I was fortunate to fly in the cockpit with the two pilots. The weather was great so the crew flew VFR to the Lofoten over the open water, then over small islets, and through numerous hills and fjords with steep-sided walls of rock up to 3,000-plus feet (1,000 m). Passing over the beautiful small town of Svolvaer, we were flying at altitudes ranging from 500 to 1.000 ft (150 to 300 m) for the flight. Landing at an airport with a 3,000 ft (1,000 m) airstrip was an experience and the Dash-7 does the job for Widerge.

Leaving Bodø, we flew south to Trondheim on one of Widerøe's Dash-7s again, with me in the cockpit for more forward sight-seeing. Spectacular is a tame word for it! When travelling the coast of Norway, you either go by boat or by air. At Trondheim we then boarded a Braathen's SAFE



Air Glaciers operates passenger and cargo charters, as well as air ambulance services from a base in Sion, Switzerland. The flights operate in the Swiss Bernese and Pennine Alps. The patch has red and white letters and helicopter on a dark blue background. The helicopter pictured is a jet-powered French Aerospatiale (nee Sud Aviation) Alouette III.

Fokker F-28 for the flight to Bergen. While boarding the aircraft, we met the First Officer and I ended up in the Fokker's cockpit. Another magnificent flight. Clear weather again allowed a visual approach over the city to the Bergen airport - quite a contrast to the train ride we would take for our travels to Oslo. The Bergen to Oslo train is a 292 mile (470 km) journey up steep inclines and around tight bends. The profusion of tunnels, snow sheds, snow fences, and makeshift barricades gives the summer traveller an indication of the yearly battle to keep the line open in the winter. Makes one appreciate the airlines - but the train-ride scenery was worth it. After Oslo we returned to Frankfurt on Lufthansa's mid-day flight.

With regard to the main feature on helicopters and helicopter airlines, I am somewhat "light" on those wings so I've added a few others to help fill in.

As you can see, most of the helicopter wings I have are from Scandinavia and reflect the heavy use of those machines in oil rig flying, survey operations and air ambulance services, plus some charter work.

CAPTAIN OLLEY The primary "other' OF IMPERIAL A.W. item is my recently-acquired Imperial Airways gold-on-brass pilot's wing that was worn on the tropical uniform of the day when the Empire routes were being flown.

This Imperial Airways wing was worn by Captain Gordon P. Olley, one of the first pilots for IA when they were formed in 1924. It was found in an antique store near Luton. Capt. Olley had a rich background which makes this wing a great addition to my collection, along with the Imperial Airways steward items which appeared in the LOG. Vol. 11. No. 3. It is possible that IA steward Poingdestre may have flown with Capt. Olley, as both saw service on the Empire routes. Unfortunately, Capt. Olley's log book did not show up with the wings and other small items and books.

Capt. Olley began his flying career with the Royal Flying Corps/ Royal Air Force, serving as a pilot from 1914 to 1919. He was awarded the Military Medal for bravery during World War 1. To quote "The Aeroplane Directory" of 1949, Capt. Olley "joined Handley Page Transport, Ltd., on first Continental air services, 1919; started first air service between England and Holland for KLM, 1921; 2nd Prize in the first Daily Mail Gliding Competition, 1921; with Handley Page Air Transport, Ltd., on Continental Services, 1922-24; pilot with Imperial Airways, Ltd., 1924-33; on Continental and Empire Services, 1924-27; started World-wide Air Charter Department, 1927; formed Olley Air Service, Ltd., as World-wide air charter service, 1934-39; Deputy Manager and Operations Manager, Associated Airways Joint Committee. 1939-46; formerly Director, Isle of Man Air Services and Gt. Western and Southern Air Lines, Ltd.; Member of Council, Air Registration Board and Founder Member and Treasurer, British Air Charter Assocn.; has completed over 13,000 flying hours as pilot."

Captain/Olley was also a Founder Member of The Guild of Air Pilots and Air Navigators in England, and a copy of their history from 1924-64 was included with a couple of IA buttons and a photograph. Two other books, The First Croydon Airport, 1915-1928, and Croydon Airport, The Great Days, 1928-1939, both authored by Bob Learmonth, Joanna Nash, and edited by Douglas Cluett, also accompanied the Olley memorabilia.

In 1934 Capt. Olley wrote a book describing his "personal experiences, impressions, and stories of travel by air", entitled, A Million Miles in the Air. As luck would have it,



Capt. Gordon P. Olley had a long and distinguished career with Imperial Airways of Britain, as told by Richard Koran. Here Capt. Olley is seen in the company of famous British aviatrix Amy Mollison before her departure from Croydon Airport, London, to Cherbourg, France, to meet her husband Jim Mollison on his return by ship after his party successful east-west trans-Atlantic flight in AUG 32.

I found a copy of this very book at the Hartford convention. "The famous British air transport pilot who, since he left the ground in an aeroplane as far back as 1915, has spent more than 10,000 hours in the air, flying a total distance of 1,000,000 miles - the equivalent of about forty flying journeys round the world."

In the book The First Croydon Airport, 1915-1928, the authors illustrate a selection of the signed postcards Imperial Airways issued of their leading pilots - and Capt. Gordon P. Olley appears on page 64, in his dapper leather flying coat, with fur collar (!), leaning on the wing of an early IA biplane, with the name "Prince Henry" barely visible in the background. In an attempt to identify the type of airplane, I referred to Robert Wall's book Airliners, in hopes of finding a photograph of drawing of the "Prince Henry" aircraft type. Leafing through the pages, I came across a photograph on page 46 showing two men, the pilot and a civilian, in the forward cockpit of a Handley Page Transport Ltd. airplane at Cricklewood airfield in 1919. After looking closely at other photos of Capt. Olley, using a magnifying glass as well, I am sure the pilot in the cockpit of that converted bomber is none other than Gordon P. Olley. As mentioned before, Olley was with Handley Page in 1919.

If any of the readers know the whereabouts of any of these early Imperial Airways signed postcards, I sure would like to locate a few for my own collection - especially one of Captain Gordon Percy Olley.

Ed.'s note: The Handley Page "Prince Henry" mentioned by author Richard Koran is the W8b G-ABBI which was in service with Handley Page Transport, Ltd. from JUN 22 to JUN 24, when it went to Imperial Airways. It was written off, while in their service, in AUG 32.

The other aircraft mentioned by Mr. Koran, a picture of which is published in Robert Wall's book Airliners, p. 46, is G-EATK, a Handley Page 0/10, and NOT an 0/400, as Wall's book says-JG.



Close-up of Capt. Olley's Imperial Airways' tropical uniform pilot wing. The detail of the center shield with the letters "IA" are quite distinct in this photograph which was supplied by fellow collector Trevor Bell. Detail of the rampant lion and the leaves around the shield are also quite nice.

Close-up of black button from Capt. Olley's Imperial Airways uniform. The airline's lion symbol is shown over the letters "IA". Button was worn on the tropical-weight

uniform. I also have a brass IA button and there are no markings on the backs of either one of these fine collectibles.



Imperial Airways pilot wing from the estate of Capt. Gordon Percy Olley, one of the pilots who joined the airline when it was formed in JUN 24. Information from the historical branch of British Airways indicates there were 224 pilots working for IA in the whole of their existence from 1924 to 1940. Since fewer than half of them were on duty in the tropical/desert climates, this brass IA wing was a tough one to acquire. It was worn on the light-weight tropital uniform. The wing is gold over brass and uses two luggs on the back with a large pin for wear.



Los Angeles Airways, Inc. wing was shown in my colum once before. Recently acquired, this fine wing is Sterling silver and carries the hallmark of the Entenmann Company. Small propeller appears in the field of stars at the top of the shield (all handwork) and blue enamel letters at the bottom. Not a lot of information available on this particular wing with regard to use on the uniform, etc. Perhaps some reader can shed more light on this fine example.



Los Angeles Airways, one of the early helicopter passenger/mail services, began operations in late 1947. At that time LAA was the first scheduled helicopter service in the world. Since photographs of the later years show this LAA logo more often, perhaps the "older" Los Angeles Airways wing was used in those early years? This wing's letters are green enamel and the wing is sterling by LGB, the Balfour Company.



Mayne Bristow Helicopters Pty Ltd., of Jandakot, West Australia, is a division of Bristow Helicopters Ltd., of Britain. They provided this very nice gold wing with red enamel center. The small helicopter is also in gold. Mayne Bristow provides off-shore oil support along with survey flights and construction flights. Wing made by Sheridan of Perth and uses a pin back for uniform wear. The Bristow Helicopters wing in the U.K. has a red enamel helicopter on blue enamel center - the wing is gold wire.



British Caledonian Airways helicopter pilots wear these cloth flying suit patches when flying staff personnel out to the North Sea oil rigs. The patch, with the BCAL wings and the pilot's name, are worn on immersion flying suits for the flights out over the cold sea waters.



New York Helicopter is a subsidiary of Island Helicopters and provides shuttle service in the New York airport areas. New York Airways had folded their tents in 1979 and IH's New York Helicopter has been busy in the New York area since 1981. Seen frequently by American Airlines gates at LGA, this wing was acquired from one of their crew members for my collection. The wing is silver finished with the letters IH in black - there are no hallmarks on the badge.



Off-Shore Helicopters A/S of Bergen, Norway issued these patch wings to their crews. They are worn on over-water flying suits for flights to and from Norwegian oil rigs in the North Sea and elsewhere. The firm flew Sikorsky helicopters from 1976 to 1979 and is no longer in business. The wing and lettering on this patch are yellow on a medium-blue background.



Helilift A/S of Norway is no longer in operation. They operated a mixed fleet of helicopters and ended up using Sikorsky S-58Ts on their Bodó - Vaerby - Rost services before closing. This wing is one of six produced and was given to me by Thorleif Lindtvedt of Widerbe Airlines, Bodó. A heavy silver wing with blue design and letters, it is marked Silver 830S with a maker's mark "GO". The wing was worn by means of screw backs.



Grønlands fly/Greenlandair operates both internal Greenland flights and international charters. The carrier operates fixed-wing aircraft as well as helicopters on their scheduled and non-scheduled flights. The wing is gold wire with red, blue and silver in the center.



Helicopterservice A/S, Norway's largest helicopter company, has the main contracts in the North Sea oil exploration business and uses Super Pumas and Boeing equipment. This wing is a new one for the firm - a gold wing with red and white enamel in the center. The center design is supposed to represent a "dynamic H". This wing is worn using clutch backs.



Ostermans Aero A/B of Sweden is a pure helicopter company, operating within the borders of Sweden, according to Thorleif Lindtvedt, my friend at Widerbe Airlines. The helicopter operation provides scheduled services in that part of Scandinavia, along with an air ambulance subsidiary. The wing is gold and red and black.



Lufttransport A/S of Norway was established in 1970 with light aircraft, but converted to helicopters in 1970. Since then Lufttransport A/S has grown and made contacts with Norwegian State Oil and Norsk Hydro for off-shore support of oil rigs at sea. They operate a mixed fleet of Super Pumas and Bell helicopters. The wing is over-all silver with dark blue enamelling in the design and letters. The wing is marked "Oddschiohas" and is pin-back.



? QUESTION MARK ?

One of the nicest helicopter wings, this one remains unidentified over the past years. It was acquired out of the Oscar Stonberg Collection quite some time ago and is a U.S. Navy Observer wing with the "logo" attached over the cicle and anchor. The center is light blue with gold edge and the letters "HAL" - the small detailed helicopter is also gold-finished. As you can see, some of the light blue enamel is chipping away. An interesting wing and I hope some day someone will identify it for me.

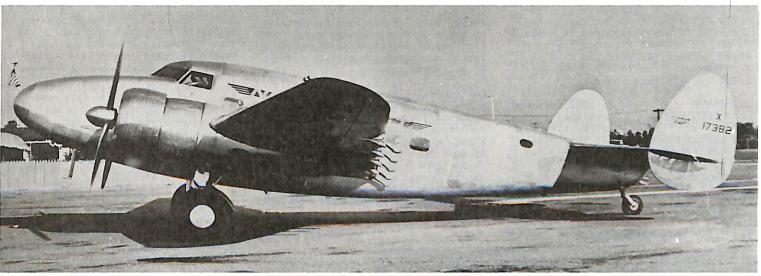


Two fine lapel pins - KLM and KNILM - from a retired KLM employee now living in Spain. These pins were just two of a "mountain" of items recently received.

Many more of the KLM items will be reviewed in future colums of the LOG. The KLM pin has the large back that fits through the lapel opening and is in silver. The KNILM (Royal Netherlands East Indies Airlines) pin is blue and yellow enamel with a pin-back for wear. The KLM pin is one inch (2.54 cm) across and the KNILM pin measures 13/g inches (3.5 cm) across.

#### AIRCRAFT PROFILE

by JOOP GERRITSMA



The first L-14, X17382, in Northwest Airlines titles. The aircraft became NC17382 upon delivery to Northwest. (Lockheed photo).

Part 3

# the Lockheed Twins

#### the L-14

With the L-10 Electra well-established in airline service, Lockheed turned its development potential to a heavier and larger aircraft, the L-14. A 12-passenger airliner, the L-14 was of the same construction as the L-10. But it was much more than hust an enlarged L-10. It incorporated several new construction features and was specifically designed to offer the airlines more flexibility by enabling them to switch rapidly from an all-passenger configuration to a mixed passenger-cargo layout to an all-cargo aircraft.

The L-14's fuselage had an elliptical cross section, rather than the rounded off square section of its predecessor. Anoher distinctive difference was the mid-wing position where the L-10 was a low-wing aircraft. The L-14 was in many respects a revoluntionary airplane: the first airliner to have full-feathering propellers; cargo and luggage compartments under the cabin floor instead of the usual cabin location; integral wing fuel tanks; two-speed engine superchargers and large wing area-increasing Fowler flaps. These flaps, when lowered, improved takeoff performance and kept the landing speed down to 69 mph (110 km/h) by reducing the wing load to 32 lbs/sq.ft. (1.35 kg/m²). Clarence

Kelly was awarded the 1937 Lawrence Sperry Award for the design of these flaps.

NAMES DID NOT CATCH ON The L-14 prototype made its first flight on

29 JUL 37. Initially the aircraft was called the Super Electra, Electra Senior and Sky Zephir, but none of these names caught on in the United States and the aircraft became known simply as the L-14. The name Super Electra, however, was being used widely in Europe by the airlines operating the aircraft.

As with the L-10, the new L-14 was available with a choice of engines:

L-14-H2 - 750 hp Pratt & Whitney Hornet S1E2G; L-14-F62 - 760 hp Wright Cyclone

GR-1820-F-62 L-14-G3B - 820 hp Wright Cyclone GR-1820-G3B

The L-14-H2 was the most-numerous of these, with 53 of the 112 Lockheed-built L-14s being of this version.

The L-14 was developed for the U.S. airlines, but it did not attract significant orders. Only 16 remained on the U.S. civil register and several of these were privately

owned. The rest went to foreign airlines. 29 or 30 of these (depending on which sources you want to believe) were sold to Japan as the Lockheed LO. Japan also bought the licence production rights and another 119 were built there as military transports by Tachikawa (64) and Kawasaki (55). Kawasaki also developed a military version that was about five feet (1.50 m) longer than the L-14 and 121 were built as the Ki-56 military transport.

Lockheed also built four L-14Ns with 1,100 hp Wright Cyclones for private owners, including Howard Hughes who used one for his famous 'round the world record flight (see separate story in next issue).

IN SERVICE...
AND GROUNDED!

Northwest Airlines was again the first airline to

place the new Lockheed into service. But only three months later, in DEC 37, one of its L-14s lost its tail in flight and crashed near Bozeman, Montana, with the loss of 10 lives. The Bureau of Air Commerce immediately grounded the L-14 while engineers corrected the fatal flaw - tail flutter so severe, it caused structural failure. Then, in 1938, a British Airways L-14, recently delivered, crashed on a demonstration flight. Another fatal flaw

was found - loss of lateral control at low flying speeds. It was found control was lost because the tips of the sharply-tapered wings of the aircraft stalled at such low speeds, causing total loss of aileron control. The problem was corrected by fitting slots on the leading edges of the wings near the tips. These slots were structurally different from the famous Handley Page "slats" developed in Britain in the 1920s, but they had the same effect - they improved the airflow over the wingtips and by doing so, reduced the stalling speed.

#### UNIFORMED L-14 COUSINS

In 1938 Lockheed developed a naval patrol aircraft

and medium bomber out of the L-14, specifically for Coastal Command of the (British) Royal Air Force. Called the Hudson by the British, the aircraft became one of the most successful of its kind in WW2. It also served with the U.S. Air Force and Navy. A total of 2,584 were built. The Hudson falls outside the scope of this history, but it is mentioned here because a number of them saw passenger and cargo service during and after WW2 with commercial operators in various parts of the world.

Only a few L-14 transports went into military service. The U.S. Navy took delivery of a new aircraft direct from Lockheed, the USAF impressed three airline aircraft in 1944, and a few of the Polish Airline LOT's aircraft fell in German hands after the outbreak of WW2. I do not know whether or not these aircraft saw service with the German Luftwaffe.

As mentioned above, Japan built 119 L-14s under licence as military transports and another approximately 100 aircraft of a larger version, also as military transports.

THE L-14 IN U.S. AIRLINE SERVICE

ped with the expanding U.S. airline industry in mind, few airlines actually operated the aircraft. Northwest placed the first

L-14 in commercial service on its St. Paul - Seattle service in SEP 37. By this time all major U.S. airlines were operating the DC-2 and DC-3 and Northwest temporarily enjoyed a competitive advantage because of the L-14's substantially higher cruising speed. Northwest operated 11 L-14 (sources conflict here too, with some saying 12), but the popular appeal of the much-roomier DC-3, not to mention its more-economical operation, forced Northwest to switch to the DC-3 in 1939.

Continental Airlines was the only other U.S. airline I know to have operated the L-14 before WW2. It ordered two for delivery in 1939 and these aircraft enabled the airline to more than double its flight schedules through increased frequencies, on the Denver - El Paso route - to three daily flights, and by introducing a Pueblo - Wichita service. The L-14s were replaced by L-18s in Continental service in 1941.

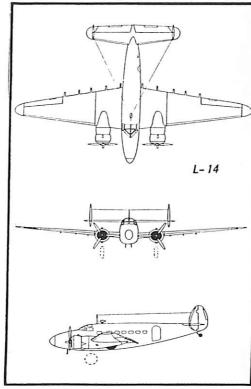
#### FOREIGN SERVICE: CANADA

The newly-founded Trans-Canada Air Lines (TCA)

saw in the L-14 the right aircraft for the transcontinental service it was planning: faster than the DC-2 and DC-3, and just the right capacity for a yet-to-be-developed route. The first TCA L-14 was delivered on 10 MAY 38, followed by nine more the same year and another six in 1939. They operated services from Vancouver to various points in Western Canada and from Montreal to eastern destinations. Then, at the start of the summer schedule on O1 APR 39, TCA inaugurated trans-Canada service with aircraft taking off simultaneously from Montreal westbound and from Vancouver eastbound. The eastbound aircraft reached Montreal without problems, but the westbound aircraft was forced back twice by heavy snow in the Rockies, delaying it at Calgary for 34 hours and finally reaching Vancouver on 04 APR. Without weather delays, however, total travel time between

Montreal and Vancouver was 14 to 15 hours. By 31 DEC 39 the 16-aircraft TCA L-14 fleet was flying 9,044 mi (14,550 km) daily. On 01 MAY 42 St. John's, Newfoundland was added to the service and for the first time TCA could claim to be a truly transcontinental airline.

The experience of the westbound inaugural flight and additional operational experience during the next couple of years convinced TCA that



the L-14 was underpowered for some of the more difficult segments of its transcontinental route, especially through the Rockies. Therefore, in the spring of 1942 the 12 surviving aircraft were re-engined with 1,200 hp Pratt and Whitney R-1830 S1C3-G Twin Wasps. Now they were similar to (but of course smaller than) the L-18-08 Lodestar and they were sometimes designated L-14-08 rather than L-14-H2 as before. The TCA L-14s

The L-14-H2 went into service with Trans-Canada Air Lines in MAY 38. TCA bought 16, the last of which was sold in 1948. 12 aircraft, after re-engining, were designated L-14-08 and carried 1,000 pounds (450 kg) more payload.

(Air Canada photo)

Even though the

L-14 was develo-



L-14-H2 SP-BNE was the first of 10 for the Polish airline LOT. It had c/n 1420 and was one of five which escaped to Bucharest, Romania, when war broke out in SEP 39. (LOT photo)



also differed from many other L-14 in having a transparent nose cone, housing navigation equipment.

In AUG 41 TCA sold two L-14s to Yukon Southern Air Transport for use on that carrier's wartime services from Whitehorse south and to Alaska. When Yukon Southern became part of Canadian Pacific Airlines in 1942, the L-14s remained in service with CPA until 1945.

In 1947 three TCA L-14s were sold to Montreal Air Services. This seemed to have been a trading company only, or an airline which never became operational, because the aircraft were sold again shortly after being registered to the firm. Six other TCA L-14s were sold to non-airline operators after WW2.

FOREIGN SERVICE: SOUTH AMERICA & THE CARIBBEAN Only a few L-14s saw service in South America. Aerovias Brasil

acquired two from TACA in OCT 42 for freight charters to Miami from Rio de Janeiro via a number of Brazilean and Caribbean points. One of the two survived until the end of WW2.

The Venezuelan airline Linea Aeropostal Venezolana had two L-14s in its fleet by 1942.

In the Caribbean, the West Indies division of KLM Royal Dutch Airlines operated four L-14F-62s on an extensive network from Curacau to Venezuela, Colombia, Surinam and neighboring islands. The first aircraft arrived at Curacau on 20 FEB 38 after a 7½-hour delivery flight from Miami as the last segment of the flight from California. By SEP 38 all four L-14s had been delivered. On the 5th of that month KLM (WI) inaugurated an earlymorning flight to Maracaibo, Venezuela to connect with the Pan American flying boat to Miami. From there passengers continued north to La Guardia, New York, by Eastern Air Lines, arriving only 23 hours after they had left Curacau - slow and circuitous by today's standards, but a vast improvement for that time.

Shortly after their introduction into service, it was found by KLM that the L-14 suffered from excessive corrosion due to the high humidity and salty air on Curacau and many of the other stations the airline served. All four aircraft were therefore treated with a coat of special anti-corrosive paint.

Beginning in 1938, TACA of Honduras introduced six L-14s on its Central American network and British West Indian Airways of Trinidad, owned by TACA, acquired two L-14s from that airline. During WW2 BWIA also operated three Hudsons (see later).

FOREIGH FOREIGN SERVICE: EUROPE The L-14 was more popular in in Europe than on any other

continent. Seven airlines in as many countries operated a total of 31 of the fast 12-seaters.

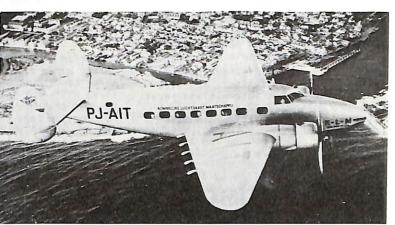
British Airways and LOT of Poland were the principal users. British Airways ordered four in early 1938 for its proposed South America service. The first of these, G-AFGN, arrived at BA's base of Heston on 03 SEP 38. Early the following month this aircraft operated a trial flight to Lisbon in Portugal via Bordeaux in France, covering the 1,043 mi (1,678 km) in 6½ hours. Inauguration of mail services on the first leg of the South American route, from London to Bathurst in the Gambia, on the western bulge of Africa, was planned for 02 JAN 39. However, BA required permission from Spain to overfly Spanish territory in North

best via Frankfurt. These destinations had been served less-frequently until that time.

When British Overseas Airways Corporation (BOAC) was formed on 01 APR 40 by amalgamating British Airways and Imperial Airways, five L-14s remained in service and they went to the new airline. BOAC also inherited two LOT L-14s which had escaped to Britain after WW 2 had broken out, and one KLM aircraft. BOAC used the L-14s chiefly on its north-eastern and central African network in support of the war effort.

KLM Royal Dutch Airlines bought two L-14s for its short domestic and certain key European services where a high cruising speed made a difference over ground transport. However, the aircraft did not last long. One was destroyed in a training flight crash nine months after its delivery and the other was sold to British Airways (the airline's ninth) in AUG 39.

KLM operated four L-14-H2 on the Caribbean network of its West Indies division. PJ-AIT "Troepiaal" (a native bird) flies over the capital of Willemstad. (KLM photo)



Africa (Morocco and the Spanish Sahara) because the range of the L-14 did not allow it to fly nonstop from Lisbon to Bathurst around the bulge. General Franco, the Spanish head of state, refused permission and only one survey flight was made to Bathurst. It left London on 28 DEC 38 and returned early in JAN 39. BA then hoped to start the service in APR, after two more L-14s had been delivered, but again Spain refused overfly rights. BA then placed its L-14s on its longer European services where their high cruising speed resulted in real time savings over the competition's DC-2 and DC-3 services. BA L-14s operated on the London -Amsterdam - Berlin - Warsaw, the nonstop London - Stockholm and the London - Amsterdam - Oslo services. As the entire fleet of nine L-14s ordered became available in 1939. BA was able to increase frequencies, offer more comfort by withdrawing older equipment, and reduce travel time on all of its key routes. For instance, weekday service service to Warsaw via Berlin started on 17 APR 39 and on the same day to Buda-

The Polish airline LOT had the largest fleet of L-14s in Europe: 10, all bought new from Lockheed and delivered five in 1938 and five in 1939. They saw service on routes from Warsaw to Copenhagen and Helsinki, on domestic services and to Budapest. Belgrade, Venice and Rome. LOT L-14s even operated as far south as Lydda (Palestine) and Beirut (Lebanon). Three of them escaped to England when Germany invaded Poland in SEP 39 and were turned over to BOAC. Four went to Budapest when war broke out and one to Estonia. It is likely that these five aircraft were captured by the German forces but I have found no proof any of them served with the Luftwaffe.

LARES of Romania operated four L-14s by 1939 and it is known that three survived after WW2 and were in service with the post-war TARS (now TAROM) for a short period. Aer Lingus of Ireland had two L-14s for a short period of time, but they were sold to Guinea Airways of Australia in 1940. Flugfelag Islands of Iceland and DNL of Norway were also reported to have had one L-14 each.

SABENA of Belgium operated two L-14s on its

colonial network in the Belgian Congo. These aircraft had been confiscated by the government in 1942. They were Regie Afrique aircraft and were under control of the pro-German Vichy government of unoccupied southern France. Both had landed in the Congo while crossing Africa on their way from Madagascar (a French colony) to the Mediterranean. One of them remained in service until 1947, the other was sold in 1954.

DETA of Mozambique was reported to have operated at least one L-14 after WW2, but there appears to be some doubt about whether the aircraft was a true L-14 or a civilianized Hudson. It could even have been confused with the L-18, which the airline did have.

FOREIGN SERVICE:

In Asia, Nihon Koku K.K. (Japan Air Transport)

took delivery of 29 (or 30?) L-14s in 1938 and 1939. They operated on domestic services and to China. The aircraft were called the Lockheed LO in Japanese service.

KNILM, the East Indies subsidiary of KLM Royal Dutch Airlines, operated five L-14s on its inter-island services and on the important routes to Singapore and Australia, alongside its DC-2s and DC-3s. The KNILM L-14



British Airways bought a fleet of fast L-14s for a proposed service to South America. When Spain refused the necessary permission to overfly its territory, the Lockheeds went on the major long-range European services instead. Illustrated is G-AFGN, the airline's second L-14 and known for its flight with British Prime Minister Neville Chamberlain to meet Adolf Hitler in an effort to secure peace in Europe in 1938. (British Airways photo).

operation made KLM the only airline in the world with L-14s based on three continents and operating on three different civil registers: PH- for those based in Holland. PJ- for the ones in the West Indies and PK- for those in the East Indies. FOREIGN SERVICE: AUSTRALIA

The Australian operator Guinea Airways bought

two L-14s from Aer Lingus in 1939/40 to replace its deHavilland Rapides which had been taken over by the Royal Australian Air Force for training purposes.

#### the Hudson

We already saw that Lockheed developed a bomber version of the L-14. specifically for the British Royal Air Force, although the Hudson, as it was called by the RAF and A-28 (Wright Cyclone engines) and A-29 (P&W Wasps) by the USAAF, was also adopted by many other Allied air forces during WW2. When production of the Hudson halted on 30 JUN 43, a total of 2,584 had been built.

Although a bomber and maritime patrol aircraft, a number of Hudsons were released by the military for transport duties with airlines operating under contract to the military. This was particularly so toward the end of the war, after many other, more-modern medium bombers had become available. In the years immediately following WW2, other Hudsons were converted to roughly L-14 standard and were used by several small air carriers around the world.

British West Indian Airways was operating three Hudsons on schedu-

led cargo services throughout the Caribbean as early as in 1944. In the same region, TACA of Honduras acquired six in 1945 for its cargo services. Linhas Aereas Paulistas of Brazil began operations in 1945, flying out of São Paulo with one Hudson.

East-West Airlines of Australia did not acquire Hudsons until well after the war and continued to operate them as cargo haulers in and around the state of New South Wales until 1959/60.

Other Hudsons survived for many years, some well into the 1970s, but they operated as survey and other special-mission aircraft and are therefore not of interest here.

However, one wartime transport service by Hudsons must be mentioned here. When Germany occupied Denmark and Norway in APR 40, it cut the important air link between Britain and Sweden. No longer could BOAC (which had succeeded British Airways)

fly through Denmark to Malmö and Stockholm. Ship traffic through the Skagerak, the waterway between Denmark and Norway, to Sweden, had also become unsafe and the British were cut off from a reliable supply of high-grade Swedish ball bearings which were required for the war industry. A high-speed aircraft, with enough range to fly Scotland -Sweden nonstop under the cover of night, seemed to be the answer.

As early as MAY 40, BOAC was therefore assigned a Hudson by the RAF to operate this service and to bring ball bearings and escapees of the Nazi regime out of Sweden and to bring anti-Nazi propaganda into Sweden. Over the years, BOAC was assigned five different Hudsons for the service, having no more than two at any one time. Together with other fast aircraft - mainly the deHavilland Mosquito light bomber and later also an L-18 Lodestar they maintained the weekly service throughout the war.

#### JUNIOR CREW INSIGNIA

by STAN BAUMWALD

"Kiddie Wing" collecting is a much neglected branch of our great hobby of airline memorabilia collecting. But it can be very interesting and rewarding. Little has been written about it, however, and certainly nothing has appeared about it in the Captain's Log.

Who collects these items? What is newly produced? What discoveries of old kiddie wings are made? Well, nobody has yet volunteered to write about this aspect of the hobby and so here I am. Incidently, the last time I volunteered, I put in five years in the Air Force. Be that as it may, I will do these articles on kiddie wings until:

someone else volunteers:

2. I am asked to resign, or

3. I believe I am no longer doing a good job.

First off I would like to say I do not consider myself an expert on anything, so please feel free to give me constructive criticism or correct anything that is inaccurate in these articles. My sources Of information are usually other collectors, the airlines themselves and their aircrew members.

As you see, kiddie wing collecting still is a very inexact science.

WHAT IS A KIDDIE WING?

Perhaps we should start with a definition of what a kiddie wing is. Is it the familiar

NEW WINGS I PICKED UP up some new (to me) wings: #3. British Airways "Dilbert Pin"; wing which is produced by airlines #4. British Airways stewardess

STEWARDESS to be given away on their aircraft? pin which was sold on the airplane. I think we would all vote yes on When the stewardesses served food. this one. Or are it the wings which they usually put on a smock. The are sold by the airlines, such as airline sold a small-size smock and the British Airways Junior Jet Club this pin to junior passengers; wing. When you join the club for #5. The new Wardair kiddie wing; £5, you get among other items, a #6. Finnair sew-on patch; log book, pictures of BA aircraft a #7. Sunworld International Airways

out of Las Vegas;

#8. Luxair Junior Captain.

I hope that when time permits, I will be able to update the fine book on kiddie wings which was originally put out by Bob Feld. It is a good catalogue of what has been put out by or for the airlines. The book will be called "The WAHS Junior Crew Member Insignia Book" and will be similar to what Bob labelled it. However, when this project is passed on to someone else, the book will still be valid. Using the title I suggested, it will be possible to include insigni nia | which don't even look like wings.

If you want to write me in response to this first colum, my address is: 2430 N.E. 35th St., LIGHTHOUSE POINT, FL 33064, USA. Please enclose a self-addressed. stamped envelope if you want a reply. Collectors outside the USA sed envelope and the appropriate postage in commemorative postage stamps of your country.



and the "Flightrider" wing (#1). Or

is a kiddie wing a "Dilbert Button"

(#2) which is actually given away

free to children travelling on BA

which also includes coloring books,

puzzles and so on. To the best of

my knowledge, British Airways no

longer gives away these wings on

Personally I feel that anything is

wing as long as we feel it fits the

description. After all, we now ack-

nowledge the cloth badges which say

Recently I picked

"Junior Flight Captain", What is

fair game to be called a kiddie

board its airplanes.

your opinion on this?

aircraft? It is part of a kit

Today's airline customers have more choice than ever before and the clever art of persuasion can be as important as the product itself when they decide which carrier to pick. Here, Suzanne Rollier reveals a few of the tactics employed in customer-courting and explains how advertising mirrors commercial aviation's dramatic evolution.

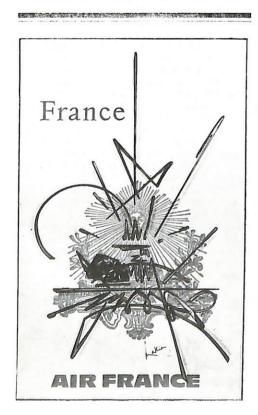
> Reprinted from IATA Review JAN-MAR 86

#### **Courting Customers**

With competition so tough, airlines are spending an ever-increasing amount of money on advertising - their primary promotional tool and image-builder. The total annual advertising budget for the United States' top 12 carriers, for example, is reported to have rocketed from US\$ 277 million in 1978 to US\$ 581 million in 1984. Last vear airlines spent approximately US\$ 44 million on advertising in the British press and on television. Scandinavian Airlines System alone has earmarked US\$ 1 million this year for a Europe-wide campaign.

#### What makes an advert sell?

An effective advert combines seduction, motivation and optimism and has a



#### By Suzanne Rollier

psychological and emotional impact on the customer's decision, according to Adrian Corona and Alcides Iglesias from Aerolineas Argentinas. Airlines may base their adverts on their own prestige, or on tourism, art, humour, wildlife, glamour, business, tradition or fantasy. Provided the end result is astute and punchy, any style stands a chance of success.

Quantas based an entire campaign on Australia's koala bear. In the late sixties Air France scored maximum coverage and extra publicity worldwide when it commissioned 15 posters from French painter Georges Mathieu. Asian beauties with their Oriental grace are, in the public's mind, part and parcel of the appeal of Far-Eastern carriers like Singapore Airlines, Thai or JAL. Kimono-clad hostesses have been JAL's characteristic feature for many years but the carrier also plays other distinctive cards, notably world famous personalities such as film director Akira Kurosawa who was portrayed in their advert for first class. To achieve maximum impact its publication was timed to coincide with the opening of "Ran" Kurosawa's latest and highly-acclaimed

Humour? "Highly debatable. Hazardous at best, considering the risk of hurting feelings and national pride" says Sabena's Henri Struelens. "Not for export due to lack of universality" adds Martine Ferré of Air France. Yet Air India met unprecedented success - and aroused come controversy - when its mascot, the maharajah, appeared on posters by the dozen in a variety of humorous situations based on national idiosyncrasies. Japan Air Lines tried its hand too, but only in the United States, by opposing the two countries' specific diets.

Another effective formula is the quiztype advert - British Airways used a silhouette of a well-known landmark to promote some of its destinations from



One man's sushi is another man's steak.



Heathrow - a sampan for Hong Kong, Mickey Mouse for Orlando, the Taj Mahal for New Delhi and the Opera House for

The factual approach remains a good seller, especially with a pertinent catchline such as Pam Am's "It's little things that make us bigger" or Aerolineas Argentinas' "Access to the world in 10 seconds" which highlights the importance of industry automation in a world where speed and efficiency are paramount. JAL, for its part, was among the first to pay heed to its female passengers, telling them 15 years ago, "We never forget how important you are"



AEROLINEAS ARGENTINAS

Consumers are often as critical or appreciative of adverts as they are of the product being publicized. While it is of prime importance to attract the public's attention, it should be remembered that eve-catchers can also be pitfalls. A particularly captivating full-page close-up of an alluring female torso once appeared as an advert in an American weekly. All the male readers asked to give their opinion singled out this advert for praise - but none was able to recall the product.



#### Selling the brand

Most carriers have two clearly-defined objectives - to maintain their identity and reputation, and to increase their share of the market.

In the first instance carriers seek to improve and consolidate their corporate image. What they want is for the passenger to ask for a seat on Heavenair rather than a flight to Moonville - just as we drive a Ford or wear a Rolex. For Air France this amounted to total revamping. Gone is the winged seahorse - replaced by a bold linear logo on everything from aircraft and letterheads to in-flight socks (see advert).



Selling a brand is a long and exacting process whatever the product. Whether strong or mild, a cigarette is a cigarette and a plane remains a plane under any livery. But among the many tobacco companies and airlines, some names in particular spring to mind. On the whole the airlines have been fairly successful in building up their image - after all, it took 20 years for the Marlboro cowboy to become a legendary brand emblem.

#### "Bums on seats"

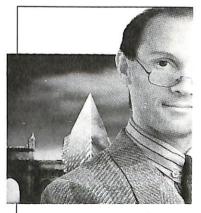
In their second strategy, airlines advertise to stimulate immediate demand. They aim for instantaneous returns rather than the long-term customer fidelity sought by corporate advertising. Whatever its targets and strategies, advertising ultimately boils down to what Eddie Rickenbacker of Eastern Airlines irreverently described as "putting bums on seats" Many carriers have two types of advert - rational or emotional. Adverts appealing to reason point out consumer benefits such as price, schedules, reliability and inflight service. A slogan such as "BCal never forgets you have a choice" is typical of that approach. Adverts addressing the imagination are eye-stoppers carrying arresting catchlines and captivating illustrations to tease the consumer's intellect.

#### Made to measure

So, with an ever-increasing number of airlines serving two million daily flyers how does a carrier attract as many as possible to fly his colours?



British Airways also gave itself a facelift - but not without causing a few waves. The airline wanted to announce to consumers its remodelled corporate identity. Our front cover shows how the carrier achieved top impact by using a brand new concept. The public was intrigued, advertising professionals baffled. Quite a few of the latter questioned this approach as well as the expenditure involved. However, according to Joe Goasdoué, British Airways' General Manager, Marketing Services, the advert, which ran in 34 countries, proved to be excellent value for money and has earned its keep by enhancing the public's awareness and perception of the company.



#### **Partenaires**

All adverts are tailored to the various markets they court, be it geographical or social. First class passengers, business people, tourists and those travelling on a shoestring form different customer categories with very different motivation. A person willing to pay the highest fare does so to travel in high style with all the luxury, personalized attention, VIP service and frills attached. Business class passengers want to fly from A to B in the shortest possible time with smooth airport connections, speedy check-in, above average in-flight service and extra legroom. People in economy class are anxious about getting the best value for money while all the majority of budget passengers care about is travelling at rock bottom price, regardless of time or itinerary. "Each category calls for a specific approach but the global, long-term objective is for the airline to turn its passengers into regular, faithful customers" stresses Air Canada's Denis Bernier.

Besides form and selling points, other significant factors are the advert's timing, frequency and geographical spread. JAL, for instance, uses distinct themes for different parts of the world. In 1984 its domestic campaign featured a tea ceremony for its executive class and a bonsai for first class. Both flopped. According to JAL the adverts did not carry enough factual information and the illustrations were not associated closely enough with the airline. The venture also showed that adverts focussing on Japanese art and customs are not of particular interest to the home market.



AIR CANADA

Selecting the right media depends on the product to be sold, the message to be conveyed and the scope and duration of a campaign. An advert appropriate for the National Geographic Magazine is not necessarily suitable for the Financial Times. A survey carried out five years ago showed that the majority of airline advertising in the United States goes to newspapers, with the dailies raking in about 40 per cent of the revenue. Television has a 35 per cent share while 15 per cent goes to magazines and 10 per cent to radio.

#### Role reversal

"Fly anywhere, any time" – these four words, an aeroplane and a man glancing at his watch illustrated an advert displayed by Curtiss Flying Service more than 60 years ago. Although the invitation is basically the same today every other component of the aviation industry has undergone dramatic changes forcing airlines to rethink their customer-courting.



The airlines' first commercial challenge was to sell a new and unfamiliar mode of transport. To help their trade gain acceptance they went out to meet potential passengers by linking up with traditional surface transportation. In the late 1920s TAT — Transcontinental Air Transport —

offered a daily 48-hour coast-to-coast service combining rail at night and air during the day. In Europe, Sabena advertised an air service connecting with ocean liners at Antwerp. Less than 50 years later aviation has asserted its premier position with trains, buses, cars and lorries wending their way to the heart of airports — now the world's busiest traffic nuclei.

To win the public's confidence rapidly airlines had to attract trendsetters. With

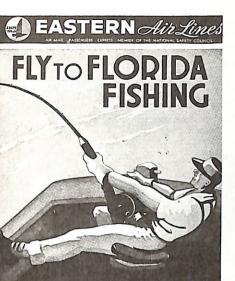


individual networks, service in its infancy and price considerations largely irrelevant, carriers emphasized how aviation shrinks both time and distance while remaining safe.

By the early thirties, networks were criss-crossing the globe and, with the number of airlines soaring, advertising became more competitive. Towards the end of the decade Eastern Airlines offered special bargains to the fisherman and holidaymakers were invited by Air Canada to travel from New York to Montreal in two hours for US\$ 18.25 one way or US\$ 32.85 return. TWA claimed to be the "fastest in the world" while Pan Am "made the world smaller". The Second World War curbed all these vociferous voices.

#### A new beginning

In the post-war era, international air traffic spread faster and further than ever with daily North Atlantic crossings becom-

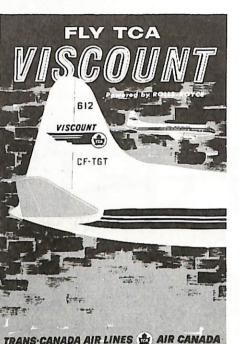


long in-A FUGILIST OF TIME SEA and quality for membership in the unique friting Thierman (Chi) of Eastern As Lines. All you have to do it is for an effective Thierman for the sea of the s

ing part of a major carrier's routine. Air France promoted its 30 years of "flying experience over water". Every airline aimed at bringing the world closer in less time. It took "only 34 hours to reach Paris" from Buenos Aires, said an advert from Aerolineas Argentinas in 1950. Obviously in-flight service on trips of this length was an important factor for airlines



to promote. Air France traded as "the luxury world-wide airline" while Japan Air Lines invited potential customers to "fly the Pacific as Japan's personal guest" on its San Francisco-Tokyo route. In contrast to wartime, aviation made the whole world available on a silver tray – a concept largely supported by "glamorous, colourful, self-adulatory advertisements" as Michael Donne of the Financial Times has described them.



By the mid-fifties airlines were touting technological improvements and tariff innovations to boost their sales. Swissair highlighted its radar-equipped Convair Metropolitans, Air France the reliability of its Super G Constellations and long-range Lockheed Super Starliners spanning five continents, while Air Canada heralded the Viscount. Aerolineas Argentinas announced "preferential tariffs" to New York, South and Central American destinations.

Although no longer an adventure, flying was still for those who could afford the fare. In 1956, London to New York cost US\$ 482 (figure based on ABC lowest scheduled return fare). The man-in-the-street, whose weekly wage was about US\$ 80 (figure from US Department of Commerce), still had to wait before he could discover the world in his vacation (unless he was in a position to pay in 12 monthly, interest-free instalments, offered in 1960 by Aerolineas Argentinas for flights to Europe, Rio de Janeiro and New York).

The introduction of commercial jets in the 1960s followed by wide-bodied aircraft a decade later generated mass travel: these two developments, together with US deregulation in 1978, had dramatic effects on the aviation industry and consequently on the airlines' marketing and advertising techniques.

#### Assessing impact

It is almost impossible to assess, let alone quantify, an advertising campaign's impact on sales. "One way to find out would be to give up advertising altogether and see what happens," jokes Martine Ferré of Air France. Henri Streulens, from Sabena, bases his assessment on "stability of business, in other words maintaining steady income for the same amount of work".

Instant and spectacular results are the exception - but they do happen. Flash adverts designed to counter or remedy specific situations are an example of this. Remember, for instance, the grounding of the DC-10 by the United States' Federal Aviation Administration in the summer of 1979. The ban had hardly been lifted when an unprecedented advert appeared in several countries and languages. Under a punchline asserting that "our mechanics sign more documents than our directors", Swissair had grouped together 31 signatures appearing on the airline's technical forms. A short caption explained that all it needed to purchase a plane was two signatures whereas maintenance. "as understood by Swissair", required dozens of them. Bookings on flights operated by DC-10s quickly recovered.

The advent of deregulation in the US encouraging many newcomers to try their luck in the industry, provides another enlightening example. Many airlines. operating under minimal constraints, have entered the market with tariffs which established airlines find difficult to match. Faced with that situation Sabena managed to fight back with three different adverts. What did they say? First, "Express is for packages - Sabena is for people", then "Sabena to Brussels. 6 hrs 30 mins, People Express to Brussels 10 hrs 5 mins - and they have the nerve to call that 'express'?" and finally. "Admittedly flying People Express isn't as luxurious as Sabena. But look how much you save: \$3". These three slogans seemed to do the trick - Sabena was suddenly deluged with bookings.

However justified the action or accurate the assertions, this type of advertising is banned in many countries. For example, France has legislated against comparative advertising and the Swiss courts also clamp down on any publicity they consider offensive or detrimental to a competitor. However, according to a Swiss advertisement placement agency there have been very few cases of this type as most publishers are unwilling to carry such controversial publicity.

Many airlines in the United States have come up with a new "weapon" against

intensified competition - passenger incentives. Often referred to as "frequent flier" programmes, these incentives are to encourage passengers to clock up as many miles as possible with a particular airline to qualify for a "bonus" flight, reduced tickets or VIP treatment, IBFRIA for instance, has introduced a VIP Travel Club mileage award system whereby each ticket purchased by US residents entitles them to dollar bonus points redeemable against travel on the airline's European, African and Middle East services. KLM took a slightly different approach by launching a "Win on the Way" campaign under which certain passenger classes were automatically entered into a competition to win cars, diamonds or car

#### **Deviously diplomatic**

Airline advertising's primary goal is not to reduce competitors to matchwood. If anything, it reflects the spirit of healthy competition which does not preclude a dash of cooperation on the odd occasion. A few years ago Brazilians could hardly believe their eyes when they came across an advert signed Swissair. It featured two identical DC-10 tails, the one in the foreground under VARIG's livery, the other sporting a white cross. In essence, the message told the Brazilian reader that Swissair was his national airline's best friend and best alternative. It would be surprising if it did not win hearts - and customers - especially as VARIG does not service every European destination nor fly daily to Switzerland.



#### The people haven't changed, the planes have.

Back then in the 20's, when the Belgians started their airline, the planes were something to see and their pilots were heroes. They flew by the seat of their pants with you right behind them. You trusted them, and they were proud of it.

Our pilots haven't changed and neither have you - but the planes have.

Today you're still right behind the pilot and you trust him just as you did back then. He same smile. Of course we have bigger and faster planes to take you to Asia, Africa, the Americas or to Europe On your way they were and we think you do as well.

CONTENT

DELETED DUE

TO PRIVACY

CONCERNS



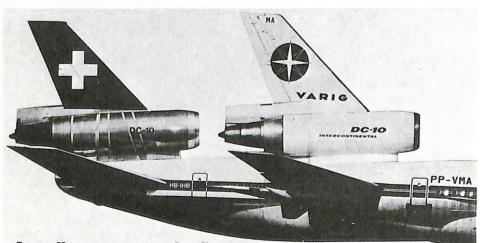




Quite a masterpiece of diplomacy. At United States last year. Both approaches the other end of the scale we have the are stunning and clever, both had trepugnacious copy which Sabena ran in the mendous impact – but their backgrounds

are very different. One was designed for regulated traffic conditions in a country of strong patriotism, the other reacted against the "gate-crashing" brought about by deregulation and a "free-for-all" system. Two extreme examples, indeed, but both represent sound and lucrative

> Today's air mile is the same as yesterday's. People haven't changed either, at least according to Sabena. What has changed is the industry. The last half century has seen enormous progress in the range and sophistication of equipment, facilities, networks and services, resulting in greater speed, comfort and choice for passengers. Progressing at supersonic speed, the industry now reaches the remotest corners of the globe. Advertising has also evolved, albeit at a more earthly pace, and is still the airlines' best sales stimulant. But carriers must not forget that while an attractive advert may win a new customer it is only service and reliability which will quarantee



A melhor recomendação que a Swissair pode fazer para vôos entre o Brasil e a Suíca: a Varig.

Suzanne Rollier is Editorial and Information Assistant in IATA's Public Information Department.

....from the left nand seat....

by

#### Paul F. Collins

Once again our Editor and staff have come up with a super issue, full of information and pictures. Tom Kalina has also added another of his works of art for us to enjoy. I am very proud of the work that Joop is doing and the work that the associate editors are turning out. Keep up the fine work gentlemen!

In the last issue a flyer was enclosed so you could place an order for the new Society jacket and cap. So far I have received about 24 orders. To get a price break on numbers of jackets ordered, we still could use some additional orders. Those that ordered jackets will probably not receive them until the first of the year. I am sorry for this delay, but I had to be sure that enough orders were received to justify placing the order. As soon as they are received from the manufacturer, they will be shipped to you.

Also in the last issue, a flyer was sent out offering a calendar from T & T Aviation Sales. Several of you have indicated you were offended by this type of material. I am sorry if this was the case, and in the future advertising material will be checked out a little more closely. I appreciate hearing from you when you are not satisified with what is going on at HQ. Your letters do mean something.

I am still working on the constitution and by-laws and hope to have the rough draft finished shortly. I hope to have a finished and approved copy available for the next mailing of the LOG. I do appreciate those of you that have written in offering your help. At this time I don't think it possible to designate duties to various members. The constitution and by-laws should take care of the problems that I have faced over the last several years. Please bear with me until the new rules and regulations are printed.

I have had the opportunity to talk with Phil Brooks, the chairman for Airliners Int'l 87, and it looks like things are full steam ahead! Please don't forget the dates: July 18, 19 and 20. Once again, I understand, we are in conflict with the IPMS convention to be held in Washington, DC the same week end. I really don't know what we can go about this since the various convention committees, both AI and IPMS once a site selection has been made, work with the dates the convention site has available. Possibly some type of two or three man liaison committee should be established between the two groups. This might elimanate future conflicts of convention dates. More on this in the next issue.

I know of no other problems that need to be brought up at this time. I would like to thank the 1986 AI committee people once more for a job well done. I would also like to advise that we have obtained a number of new members since the convention. Many of these new members learned about the Society by attending the convention. Fine job! I would also like to mention the recent Atlanta miniconvention attracted a number of new members for the Society. The boys in Atlanta really put on a fine show--shouldn't be to long until they bid on the big one--right quys?

That about covers all that I have for this issue. Until next time--happy collecting and see you in Indy in 87.

## AIRLINE

Takeoff on "AIRLINE" the new board game that takes skill and just a little luck to win. On Airline you can fly into such places as Boston. Los Angeles, Dallas, Chicago, New Orleans, Denver, Miami, New York City, Nashville, Tuscon. Atlanta, or any one of the 99 cities both large and small. You can buy any one of the 32 airlines for as little as \$5,000 for Up State Airways, pay \$17,000 for New York Air, \$24,500 for Air Florida, or go for the big one, Monarch Airlines for \$32,000. With Airline you are the boss. You fly from city to city earning money as you go. You can buy a DC-9 for \$15,000 and increase your earnings or speed across the board with a Concord for just \$30,000. You will face problems such as late flights, fuel costs, taxes, landing fees, strikes, and even mergers. Can your airlines survive the fast pace age of deregulation? Play Airline and find out. Your flight is ready for departure, board now and takeoff for the skies of fun and excitement.

FOR MORE INFORMATION OR TO PLACE A OPDER CONTACT:

> Rt 6 Box 163 Polling Hills Biloxi, Mississippi 39532

Phone (601) 392-0744

3 TO 6 PLAYERS - AGES 8 TO ADULT

#### SAVE A CONNIE

As mentioned in the last two issues of the LOG, a group of active and retired TWAers are working to SAVE A CONNIE. The group as purchased a 1049H Constellation and hope to have it restored and placed in flying condition.

Larry Brown, President of the group, says the nonprofit organization is looking for other TWAers and airline enthusiast groups who are interested in aircraft restoration and willing to donate their time or money to aid the project.

Quite a bit of time and money has already gone into the project. To raise money to help with the project the SAVE A CONNIE committee is now offering a number of items for sale. You can purchase hats, T-shirts, sweatshirts, pins, playing cards, keyrings and numerous other items. We had hoped to have the list for this issue of the LOG but it was not ready. If you would like a list please write to: SAVE A CONNIE, INC., P.O. Box 914, Riverside, MO 64168 and request their list.



Baltour₀ P.O. Box 10536 • Tampa, FL 33679 • 813-— ORIGINAL MANUFACTURER —

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AIR PIX PROUDLY INTRODUCES PHOTO BUSINESS CARDS

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EXPENSIVE BUT VERY IMPRESSIVE PLEASE INQUIRE

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#### JUST ARRIVED! BI

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Over 300 photos and illustrations of Braniff eyrcutives; facilities; aircraft in the solid, two-tone, ultra and new Braniff color schemes; flight personnel; noted personalities who have flown Braniff over the years; route maps; logos and service marks; timetables; major routes, service, aircraft and fare inaugurals.

Comprehensive' histories of Braniff Airways, Inc. 1965-1982; Braniff, Inc., 1984-1986; and Pan American-Grance Airways-Panagra.

Fleet lists of aircraft operated by the four Braniff Companies 1928-1986, subsidiary and acquired companies, listing acquisitions and fate of aircraft.

Tables listing each aircraft and colors applied to them in the solid, two-tone, ultra, and new Braniff

Aircraft routing tables, 1928-1980, from Stinson Detroiter to 747-SP-27, showing aircraft utilization and plane rotations.

ORDER FROM:

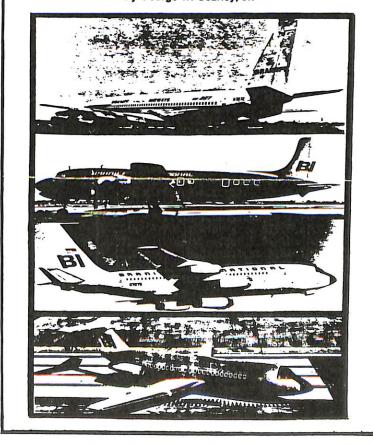
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By George W. Cearley, Jr.



#### LOG Advertising Rates

A number of people of inquired about the rates for advertising in the CAPTAIN'S LOG. The following should be used as a guide in charges for advertising in the LOG.

Full page \$80.00 per issue
Three/quarter 60.00 per issue
Half page 40.00 per issue
Quarter page 20.00 per issue
1/8th page 10.00 per issue

If a photo is to be used in any of the above, please add an additional \$5.00.

If you wish to run an advert more than once, please write for multiple discount rate.

If you wish to have your advertisement inserted in the LOG envelope, the charge is \$30 per sheet (if it is a two sheet advert, then the charge would be \$60). If the insert is larger than 8½ by 11 it must be folded before being accepted for insertion into the LOG envelope.

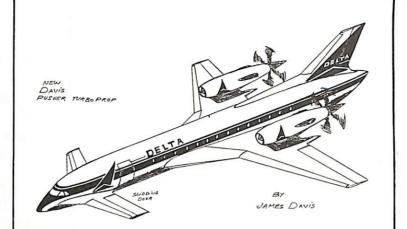
If you have any questions with regards to advertising rates, please write to Paul Collins at Society HO.

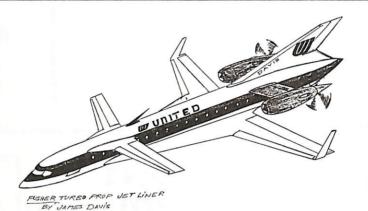
#### MONTREAL AIRLINER'S CLUB

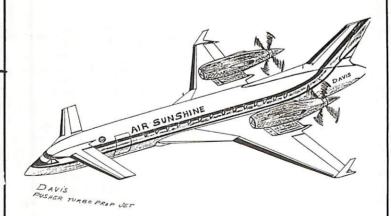
Pierre Langlois reports that there is now a group in Montreal that meets once a month near Dorval Airport to view slides and swap various items of airline memorabilia. If you would be interested in additional information about the Montreal Airliner's Club, please write them at CP 395, Montreal AMF, Dorval, Quebec H4Y 1B5 Canada.

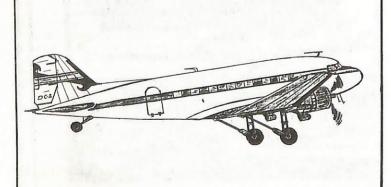
#### THE ART WORK OF JAMES DAVIS

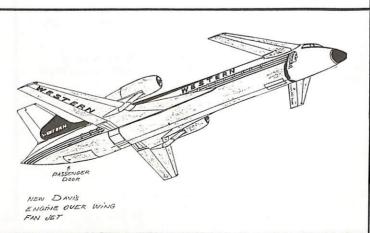
In the column to the right, you will see some of the art work of James Davis of Mars Hill, NC. James has been a member of the Society for a number of years and really enjoys commercial airliners. As you can tell from him drawings, he has already devised some advanced jets for some of his favorite carriers. We will have more on James in a future issue of the LOG.











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35mm Color slides
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Audio cassette recordings of some of the older participants in aviation over the past sixty years. First person discussions of the way it was a long time ago.

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With your requests we will check through a library of 20,000 black and white negatives that go back to the late twenties and early thirties. Prints are made to order.

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#### Thompson Productions

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First World Aviation, Inc. P.O. Box 794 Broomfield, CO 80020-0794

For Visa and MasterCard orders please call 1-800-USA-AIR1

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For sale NEW!!! AIPLINE GLASSWARE depicting your favorite air carriers of yesteryear. 10½ oz. oldfashioned, sham-bottom glasses are screen printed with appropriate designs in a single color Set \$18.00.

Braniff International (orange)
Capital (red)
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Mid-Continent (white)
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Order by sets of four the same, or mix four of your choice. Great conversation pieces! Order from the following address:

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NEW CARDS FOR THE COLLECTOR

The International Airline World Publishing Co. has produced over 150 Historical Collector Post Cards. Only 500 cepies of each of these cards is being printed. The cards represent many aircraft and color schemes never before printed as post cards. There are eight different paint schemes on the Air Florida Electra alone. If your interested in getting in on purchasing this set of cards, write to the following address for additional details.

I.A.W.P. Company 140 W. Possum Road Springfield, OH 45506

Tele: 513-325-8903

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FAST WORLDWIDE MAIL ORDER of those hard to get airliner kits and decals with NO MINIMUM ORDER with your check or money order (\$25.00 minimum credit card order). 1:144 scale is our speciality, some other scales available. FOKKER F28s, DeHavilland of Canada DASH 7s, Douglas DC6Bs, Martin 404s, Convair 340s, & McDonnell Douglas MD80s are offered.

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AeroGem Slides offers the highest quality 35mm K25 original color slides of airliners and military aircraft from around the world by our expert staff of over 30 photographers. We specialize in the hard to get push-back and taxiway ramp shots. All with regular lens. We never compromise quality.

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AeroGem Postcards offers the best in color postcards of airliners from around the world. New cards issued by Aero Gem and others regularly. We also offer JP Postcard Sets. A Division of AeroGem. Inc.

AeroGem Shirts offers original design airline logo theme shirts. Old and new logos. New designs with each new list.

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