



BETWEEN OURSELVES



President Announces Purchase Of Six DC-9s



THE NEWEST BIRD in the TCA fleet of aircraft will be the Douglas DC-9. The Company has ordered six of the short and medium haul aircraft with deliveries to begin early in 1966. It will be powered by twin Pratt and Whitney JT8D-5 turbine fan engines and will cruise at 560 miles per hour at altitudes of up to 30,000 feet. It will have a cruising range of over 1,200 miles. Above is an artist's conception.

NEW AIRCRAFT WILL AUGMENT VISCOUNT & VANGUARD FLEET

President G. R. McGregor announced at a Press Conference, November 22, that the Company had chosen the Douglas Aircraft Company's DC-9 as the aircraft that will eventually augment the jet fleet on short and medium haul routes. The initial order will be for six aircraft to be delivered starting early in 1966.

The choice of the DC-9 was a difficult one. It was the most exhaustive equipment analysis ever undertaken by Company engineers and management. Five different aircraft were in the running before the final choice was made.

McGregor said that the comparative analysis of the five different aircraft in the general category of small/medium jets clearly indicated that the DC-9 could best be integrated into the Company's fleet over the next ten years. He also drew attention to the fact that there existed between the Douglas Company and

the de Havilland Aircraft of Canada an agreement which he understood provided for more than \$500,000 of Canadian content in every DC-9 aircraft produced by Douglas.

When the new aircraft is delivered to the Company they will be introduced on the short-to-medium range routes, beginning in 1966. They will carry 60 economy class and 12 first class passengers in TCA configuration.

Pratt and Whitney JT8D-5 turbine fan engines, mounted in the rear of the aircraft, will provide the thrust power. The DC-9 will

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G. E. Bolton Joins Newspaper Staff

G. Elliott Bolton, Director of Personnel and Industrial Relations, Montreal, has accepted a position as a columnist in the future issues of *Between Ourselves*.

On the retirement of Vice President F. T. Wood recently, the regular column seen each month in *Between Ourselves*, "I Have a Question," lost a man who was read by many. Looking for a replacement, the Editorial Board asked Bolton to carry on the column. He has accepted, and questions asked by employees will now be answered by him, commencing with the January issue.

All questions pertaining to the policies of the Company and its employees should be directed to the Editor. Employee Publications, Place Ville Marie, Montreal. Names of the questioners will be held in strict confidence with the editor.

FORTY-FOUR TONS CHRISTMAS FLOWERS AIR FREIGHTED VANCOUVER TO NEW YORK

What is believed to be the largest single Air Freight shipment ever carried by the Company recently moved from Vancouver to New York. The shipment of plastic flowers consisted of 4,206 bundles and weighed a total of 87,976 pounds. Every mainline flight leaving Vancouver from Thursday morning, November 14 until the following Monday afternoon left with their cargo compartments completely loaded with brightly-coloured artificial Christmas flowers.

The story of how the shipment was obtained and how it was moved is interesting, because it dramatically points up the teamwork needed to develop and service Air Freight traffic.

Delayed in Hong Kong

In this particular case, the artificial flowers were delayed in production because of the serious water shortage in Hong Kong and consequently could not be delivered by steamship in time to New York to make Christmas sale deadlines. In looking around

for an alternative means of transportation, the New York consignee investigated the use of Air Freight. The initial contact was made with the Company through District Sales Manager, Mike Scullion in Tokyo. Before it was over, Bill Murray, Cargo Sales Representative in New York, Hugh Burgoyne, Cargo Sales Manager, Montreal and Fred Pope, Cargo Sales Manager, Vancouver, became involved in the sale of TCA's Air Freight Service.

Smooth Operation

When the vessel carrying the Christmas flowers reached Vancouver, Dick Maguire, Cargo Sales Representative, coordinated the transfer of goods from the ship to the airport where Bob White, Cargo Supervisor and Des Winders, Ramp Manager planned the movement as far as Toronto. Toronto Station coordinated the onward movement to New York utilizing both Toronto and Montreal originating

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HALF A MILLION HOMES will be brightened this Christmas with Yuletide decorations such as the ones shown above. Vancouver Ground Hostess, Margaret Bishop admired the samples that were part of a 44-ton shipment air-lifted from Vancouver to New York. Made in Hong Kong, they were brought to Vancouver by the Arizona, a United States line freighter and transferred to Company flights.

FOR CHRISTMAS IDEAS

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The aim of this newspaper is to furnish Trans-Canada Air Lines' employees and their families with news of the Company, its services, development, policies and news about employees, their families and activities. Readers are invited to submit contributions for publication to the Regional Public Relations Offices or directly to the Editor, Public Relations Department, Place Ville Marie, Montreal, Que., or telephone 874-4885 or 874-4890.

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WHAT IS CHRISTMAS?

Christmas is a thousand things. It's a dark winter night and a bright, glowing star . . . a chorus of angels, the cry of a child.

Christmas is a joyful sound. It's a choir singing carols and a gay rousing song . . . the laughter of children, the chime of a bell.

Christmas is so rich in colour. It's a green shining tree and a red-ribboned parcel . . . silver and gold, tinsel and sparkle.

Christmas is a fragrance, too. It's the tang of pine needles and the perfume of flowers . . . spicy hot mince pie, plum pudding and sauces.

Christmas is a journey home. It's the fun families share and the friendships resumed . . . the host of old memories, a toast to the new.

Christmas is a million prayers. It's an upsurge of hope that we will fulfill . . . the promise of peace to all men of goodwill.

Celebrating Christmas is a very old and enjoyable tradition that will remain the highlight of each year for generations to come. With its arrival there is a freshness and wholesomeness to its message for men of goodwill.

It's at this time of year that the very young in years look to the young at heart for the true meaning of Christmas. It's a time for renewing old friendships and a time for everyone to feel the inner spirit of giving, even if it be only a word of Hope.

When you and your families gather by the fireplace this Christmas it might be the ideal time to convey the spirit to those who, because of their youth, may be more concerned with material things than the real meaning of Christmas.

We, the Editors of *Between Ourselves*, and members of the Editorial Board join together in wishing everyone in the TCA Family a Very Merry Christmas and a Happy and Prosperous 1964.



AT A PRESS CONFERENCE called on November 22 for the announcement of the Company's choice of new aircraft for incorporation into its fleet of DC-8 jets and turbo-prop Vickers Vikings and Viscounts, President G. R. McGregor made his official statement concerning the Company's choice and then answered questions from approximately 60 national and international newspaper, television, and radio representatives. P. E. Lamoureux (right), Materials and Processing Engineer, Dorval, handled questions from the French press following President McGregor's remarks.

From the President

THE SELECTION OF THE DC-9



This column is written on November 28, and even at that the Editor complains that I am slightly behind the printers' deadline. For TCA it is an interesting point in time. The lengthy controversy respecting the selection of TCA's smaller jet aircraft has just been concluded. It would also appear that just yesterday there was arrived at a basis for agreement between the I.A. of M. and the Company. Furthermore, I have just been informed that TCA's annual appearance before the Sessional Parliamentary Committee is scheduled to begin Tuesday, December 3. One way and another, we have been through, and are again about to encounter, what might be called stirring times.

Believing it to be the item of most general interest, I propose in this column to discuss TCA's selection of the Douglas DC-9 as the aircraft to meet our small jet requirement. From this point on, it will be impossible for me to avoid making statements that many of you will already know.

The technical-economic comparative analysis begun about two years ago, included the study of five aircraft. These were: The Boeing 727 and the English de Havilland Trident, both trimotors; the British BAC 111, the French Super B Caravelle, and the American Douglas DC-9. All five aircraft were powered by fan jet engines, and all have

their engines installed at the rear end of the fuselage.

The trimotor aircraft were substantially bigger than the other three, and in the comparison suffered from the fact that they were larger than the ideal sized aircraft for integration into our fleet. Of the other three, all twin engines, the BAC 111 and the DC-9, at 66 and 72 seats respectively, were of very nearly the same size, range, speed, etc. The Super B Caravelle at 81 seats was larger, considerably slower, and carried a higher estimated operating cost than either of the two smaller twins.

The technical-cum-economic comparison results came out solidly in favour of the DC-9 as the type best suited for integration into TCA's fleet.

There has been a considerable amount of press comment about what TCA's order of a small jet aircraft should or will do to the Canadian aircraft manufacturing industry. Some of it is accurate, and much of it is not.

These are the facts. Early last summer, and many months before TCA had made its technical selection, it was reported that an agreement had been entered into between the Douglas Company and the de Havilland Company of Canada, a subsidiary of Hawker Siddeley, which provided for a Canadian material and labour content of approximately \$540,000 in each and every DC-9 built. Not long after, it became known that there had been discussions between BAC and Canadair which would provide for approximately \$400,000 worth of Canadian labour and material content in each second BAC 111 built after BAC had built 60 aircraft. At the time it was stated that this offer was contingent upon TCA ordering the BAC 111.

After a further period of elapsed time, statements were made in the press that Sud Aviation, manufacturers of the Caravelle, were also prepared to enter into some form of manufacturing agreement with Canadair, it being rumoured that implementation of such an agreement would be contingent upon TCA ordering the Super B Caravelle, and that there was also provision for some minimum yearly rate of manufacture. I personally know of no firm offer that was made to Canadair by Sud Aviation.

Therefore, in reviewing this question it is obvious that the DC-9 provides by far the greatest amount of Canadian manufacture content, both in dollars per aircraft and in continuing production, because if my understanding is correct, every DC-9 produced and sold anywhere in the world will have that same Half Million Dollars of Canadian con-

tent. It is fortuitous that our technical-economic analysis, which in no way was influenced by matters extraneous to the performance of the aircraft, such as a Canadian content, favoured the DC-9.

It is no business of TCA to be critical of the merits of any aircraft, but in the light of the many irresponsible statements that have been made, I cannot refrain from expressing the opinion that the Super B Caravelle is unlikely to attract many customers in North America. If this opinion is correct, it is difficult to see how Canadair by duplicating at Montreal Sud's Caravelle production capacity at Toulouse could (a) make much economic sense, or (b) employ much Canadian skilled labour.

In short, not only does the DC-9 selection appear to best fill TCA's foreseen small jet requirement, but it would also seem that each DC-9 bought by TCA will be of greater advantage to the Canadian manufacturing industry than would have been the case with respect to either the BAC 111 or the Super B Caravelle.

No parts of this column can be reprinted without the permission of the Editor.

Holiday Greetings

I understand that this issue of *Between Ourselves* will reach most if not all of your homes just before Christmas, therefore may I take this opportunity of wishing you and all the members of your family a pleasant and enjoyable Christmas and New Year.

I do this in spite of the knowledge that, since we are an "around-the-clock," seven days per week, public service organization, a substantial proportion of Company personnel will be asked to substitute equivalent time for what to people in more normal walks of life are unquestioned holidays. I also extend the wish in the realization that, before and after both Christmas and New Years, we will in all probability have a spate of passenger, mail and cargo traffic. Nevertheless, I sincerely hope that these unavoidable characteristics of our business will not too seriously interfere with your enjoyment of the year end festivities.

G. R. McGregor
 President

**Stewardess Wanted
 - Bring Your Father**

Seems that the Company isn't the only airline in the world with troubles when it comes to hiring stewardesses with the proper qualifications.

The Saudi Arabian airline does not employ Saudi Arabian hostesses because religious rules require these girls to be "accompanied on all flights by their fathers, sons, or brothers; must wear veils outside the aircraft, and must have as chaperones persons more than 21 years old." The airline employs United Arab Republic or Lebanese girls who are not bound by such regulations.

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cruise at 560 miles per hour at altitudes of up to 30,000 feet and will have a cruising range of over 1,200 miles.

Douglas Aircraft Company expect that the first DC-9 will come off the production line in the spring of 1965. Following flight testing and certification by the Federal Aviation Agency (FAA) the Company will likely take delivery starting early in 1966.