



Cargo Handler Clyde Long arranges a shipment of flowers in the cargo bin of Delta's C-47.

Air Freight Anniversary

The "Flying Freighter," scheduled air cargo ship, is now flying between Atlanta, Cincinnati and Chicago. It is an indication of Delta's fast developing air freight business.

At the end of July, 1947, Delta celebrated its first year in the air freight service by handling more air freight than air express, although we have been in the air express field for about 15 years.

This rapid progress made it possible to reduce air freight rates by 25 per cent on August 1, enabling Delta almost to double its volume in the first 20 days of August over the first 20 days of July. From July 1 to 20, 1947, Delta handled 54,543,742 pound miles of air freight. From August 1 to August 20, 1947, we handled 104,714,391 pound miles of air freight.

Because the cargo department wants all employees to understand the important role of air freight in aviation, Paul Pate, cargo traffic manager, asked the three air cargo traffic representatives to describe the work at their stations. Larry Keith reports from Chicago, John Pogue from Cincinnati, and Larry Crenshaw from Atlanta.

CHICAGO RECORD

July 15 marked the beginning of service by Air Cargo, Inc., in Chicago, formed by all of the scheduled airlines in the United States for the purpose of handling all of the ground services of air freight.

At present there is no down-town terminal in operation here in Chicago, but negotiations are under way to purchase one and begin operations as soon as possible. With this system in operation shippers can deliver their freight to a central down town terminal where it will be sorted, billed, and delivered to the particular specified air line serving the destination of the shipment.

An advisory committee has been set up by Air Cargo, Inc., to handle any problems that might come up between Air Cargo, Inc., and the airlines. This committee makes recommendations on all phases of ground operations for ultimate handling by Air Cargo, Inc. T. K. Touw is Delta's representative on this committee.

Delta's freight operations at the field are under the supervision of Air Freight Agent

Lester Olson. He is ably assisted by "Tiny" Edmonds and "Cap" Cappeollilo.

All during the month of July the CTO in Chicago featured a window display on air freight. This display consisted of pictures of all the different types of shipments handled in our freight service, and attracted quite a bit of attention. Our CTO personnel were kept busy answering questions regarding air freight. The CTO personnel are very enthusiastic about air freight and handled these questions most efficiently through the use of a reference book compiled by Reservations Agent Tom Larkin, showing both air freight and air express rates to all Delta cities. This display attracted so much attention that a national advertising concern requested a picture of it and featured it in their monthly news publication.

Air Freight tonnage has increased steadily since August 1. Several days during August the weight of air freight has been well over 5 tons per day. Through the 24th Chicago has originated over 98,000 pounds of freight. Every one in Chicago is intensely interested in this phase of Delta's service. Reservations agents are able to give quick accurate information to prospective customers, and the field personnel are anxious to build up our tonnage to such a high figure that we can keep up an exclusive cargo flight from Chicago. The field personnel will soon move into the new terminal building. At this time the freight operations will be handled at the new Delta hangar along with the servicing of the ships. This will simplify the loading of the large amount of heavy shipments now being handled by this station.

CINCINNATI VOLUME

The air freight program is well underway in Cincinnati and is earning its rightful position in the rapidly expanding field of transportation, Cincinnati—which is the home of the machine tool industry, Crosley Corporation and Proctor and Gamble, to mention a few—is the gateway of the South and through it is channelled the bulk of Southern freight.

Hill Floral Products Company of Richmond, Indiana, one of the world's largest producers of greenhouse roses, ships 800 to 1,000 pounds daily to Jacksonville, Atlanta, New Orleans,

Any contributions for the "Air Freight" page will be appreciated. Send suggestions, articles, or humorous anecdotes. Keep on the lookout for air freight business, and address all stories to Delta Digest, Atlanta.

and Chattanooga. The Chevrolet Division of General Motors Corporation ships several hundred pounds of vital production parts daily to Atlanta in order that the 2,000 man production line there does not grind down to a halt. The Billboard Company, publishers of the theatrical magazine by that name, ships 200 to 300 pounds weekly throughout the summer and increases its volume to 800 pounds during the Miami winter season. The list of shippers and potential shippers is endless and will provide Delta with a large percentage of its freight revenue.

The Airlines National Terminal Service Corporation, ANTSCO, is working in full cooperation. Actually air freight in Cincinnati does not have to be sold. The Cargo Representative's job is to find the buyers, present the air freight picture and air freight sells itself. The August 1 air freight rates compared to the rates of first class surface carriers, have surprised and favorably impressed many local traffic managers who would normally ship by other means.

STRANGE CARGO

If you think the life of a cargo representative is dull, you're wrong. Amusing things do happen.

The Atlanta District Traffic Office received the No. 6 copy of Macon's third outbound air freight shipment one day and found it to read as follows: "One carton of parasites."

With no other information shown, much speculation resulted among personnel as to what kind of parasites the carton contained. Traffic Representative Ed Powers was firm in his belief that it was simply a new procedure for boarding NRSA passengers.

District Cargo Representative Crenshaw cleared up the matter on a recent trip to Macon and found the contents to be fleas.

The shipment was to be picked up at the Chicago airport; however, they were not consigned to Fido, Trixie, Prince, or any other so named canine but to an individual who was to use them for laboratory purposes.



By means of the fork-lift truck, a heavy shipment of washing machines is loaded on C-47. Cargo Handler Dillard Blanton receives it as Agent Fred West checks the manifest.