

**The Name Of The Game**

**Productivity In Air Transportation**

Air transportation is one of the few items on anyone's shopping list today that costs less than it did 10 years ago. On the average the cost of air travel — measured by cost per passenger mile — was 5.96 cents per mile in 1960. Today's average is slightly less. This contrasts dramatically with the Consumer Price Index, an important cost-of-living indicator, which rose nearly 30 percent during this same period.

There is little economic magic in this amazing record of holding the fare line. It is largely based on the single factor that commercial air transport manufacturers have produced a series of aircraft that have consistently lowered operating costs while improving efficiency, comfort and safety. In short, today the airlines can carry more passengers greater distances in less time with fewer aircraft. The airlines and the manufacturers have a word for this record — productivity.

Today we are in the spacious age of the wide-bodied jets — the Boeing 747, Lockheed 1011 and the McDonnell Douglas DC-10. The 747 already is in service. The other two models will enter service next year.

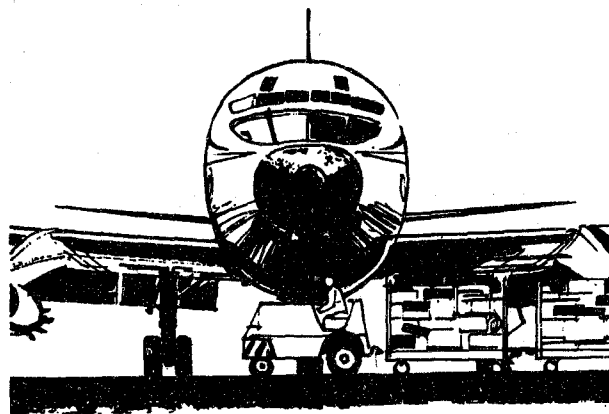
Stuart G. Tipton, president of the Air Transport Association, an organization composed of the scheduled air carriers, puts it this way:

"Because of its size, the 747 has introduced a whole new environment for the air traveler. Moreover, its design and configuration have permitted the use of highly sophisticated automatic flight controls and navigational aids. These devices promise to greatly enhance the safety of air transportation, while at the same time increasing the productivity which will help to maintain fare levels and provide better service."

The U.S. supersonic transport (SST), the next major step in air transportation, will be twice as productive as the current generation of wide-bodied jets because during a given time period it can carry twice as many people over a specific range.

And in air transportation, John H. Shaffer, Federal Aviation Administrator, states: "Productivity is the name of the game."

**WINGS FOR THINGS**



1970:	10 billion ton-miles	billion ton-miles
1985:		180

World air cargo shipments in the next fifteen years will increase by a factor of eighteen, the International Civil Aviation Organization predicts. Ten billion ton-miles will be flown in 1970; this will increase to nearly 180 billion ton-miles in 1985. U.S. manufacturers today build nearly 75 percent of the transport aircraft operated by free-world air carriers. The international preference for U.S. transports is based on proven records for operating efficiency, reliability and ease of maintenance, all backed by a global network of manufacturers' service organizations.

**The Whisperliner**

**Aircraft To Set New Comfort Standards**



A new aircraft is coming to America, to be introduced by Eastern Airlines in November of 1971.

It is a remarkable aircraft, but not in the usual ways. It isn't going to be the biggest, nor the fastest. It can't fly the farthest or the highest.

But this aircraft — the Lockheed 1011 — which Eastern calls Whisperliner, does two things of vital importance for the public.

1. It is going to be the most personalized and comfortable aircraft in service. The seats were specially designed for maximum comfort, the ceilings are eight feet high, the two aisles are wide and probably most important of all, there is no longer a middle seat. Every first class or coach passenger is on an aisle, or the next seat over. It is the right size: spacious yet intimate — with all of the warmth of your own living room.

2. It is going to be a good neighbor aircraft. Unlike some of the very large aircraft, the Whisperliner can operate economically and efficiently from medium-size airports as well as span the nation non-stop.

Its three high bypass ratio fanjet engines will reduce smoke pollution and noise considerably below that of present aircraft which, in turn, were a major advance over the first generation of jet aircraft.

Starting late in 1971 it will serve many millions of people in this country, while respecting the rights of people on the ground.

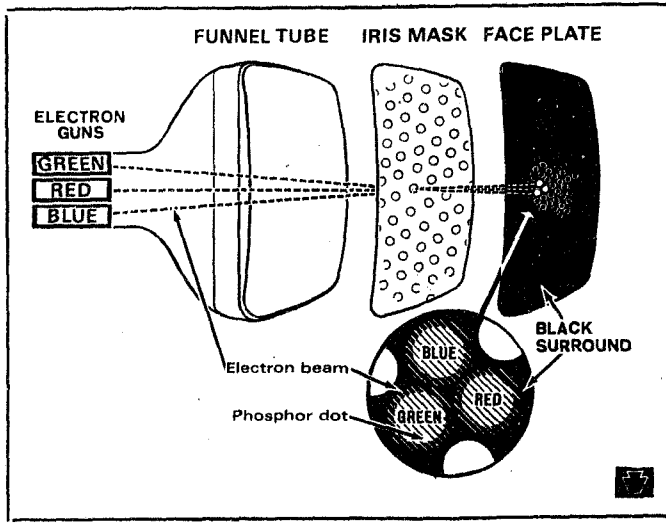
The Whisperliner will accommodate 268 passengers.

Food service promises to be the best and most efficient yet, with quick-heating infrared ovens in a lower level. Elevators will bring the fresh, hot food to the passenger level, where flight attendants will distribute it by carts designed to do their job graciously without getting in the way. A variety of passenger services innovations have been developed especially for the Whisperliner, including soft interior lighting and polarized windows which adjust from full daylight to blackness by the push of a lever. Individual over-head racks will secure wig boxes, gifts and other precious carry-on luggage, while outer garments are safely stored in special clothing compartments, or near at hand in between-seat coat racks. With increasing family travel in mind, Whisperliner will also provide private baby changing facilities.

Eastern has such faith in this aircraft that it plans to receive 50 of them, at \$15 million each, and has established the special training and support operations for this vast new fleet.

The Whisperliner—a whole new type of aircraft for the 1970s.

**Bright "New Generation" In Color**



Try viewing the world around you with sunglasses and then remove them. It's a dramatic and colorful change.

This is what the engineers of Zenith Radio Corporation had in mind when they developed the "new generation" Chromacolor TV picture tube which won the coveted I.R.100 award as one of the 100 most significant products of the year.

This new picture tube provides brighter, better detailed, and greater contrast color pictures as a result of Zenith's new patented development that allows all the color phosphors on the screen to fully light up!

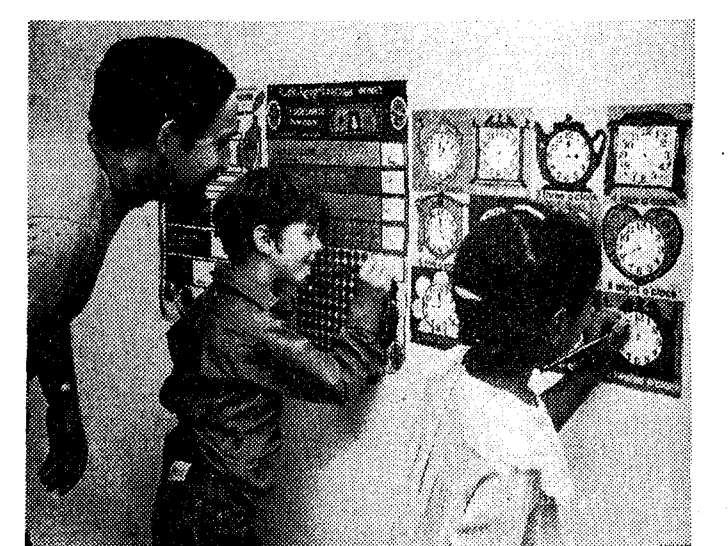
During the tube's manufacture, the 460,000 "iris" mask openings are used to put both a contrast area of jet-black material on the screen and the 1,350,000 tiny phosphor dots which are framed by the black-surround.

The "iris" mask openings are enlarged for the tube's operation to allow electron beams larger than the phosphor dots to totally illuminate all of the screen's picture producing phosphors. Color purity is safeguarded while brightness is increased dramatically.

The black-surround, by reducing light reflection, permits the use of a new high-transmission glass faceplate. The result is a high contrast color picture that is as brilliant and dramatic as the natural world around us—without sunglasses.

The Chromacolor system is now available in 25-inch, 23-inch, and 19-inch (diag.) screen sizes.

**Encourage Creativity In The Younger Set**



Childhood is the most exciting time of all — everything is waiting to be discovered and there are no impossible dreams. But most playthings deny today's children the chance for self-expression, according to a Chicago toy designer.

The man is Ken Dagdigan, president of Little Kenny Publications, a toy and game manufacturing firm specializing in what Ken calls "child involvement."

Ken is a graphic designer whose ideas were thought "too far out" by the toy firms with whom he worked and he formed his own company just a year ago to prove them wrong.

What is a child involvement toy? "It's a toy that's not a toy until the child makes use of it as a toy," according to Dagdigan. He cites the common example of a box, which the child plays with more enthusiastically than the toy that came in it. Another example is a piece of string, which can be used for games, artwork or trading for a more fascinating toy — like an old kitchen pot.

Dagdigan points out that most of the highly advertised toys are patterned on adult activities, and a child is not supposed to impose his own ideas of play on the toy. A doll, for example, is a little girl's baby, and should be treated like Mommy treats her, and the rules on an auto racing set just have to be followed.

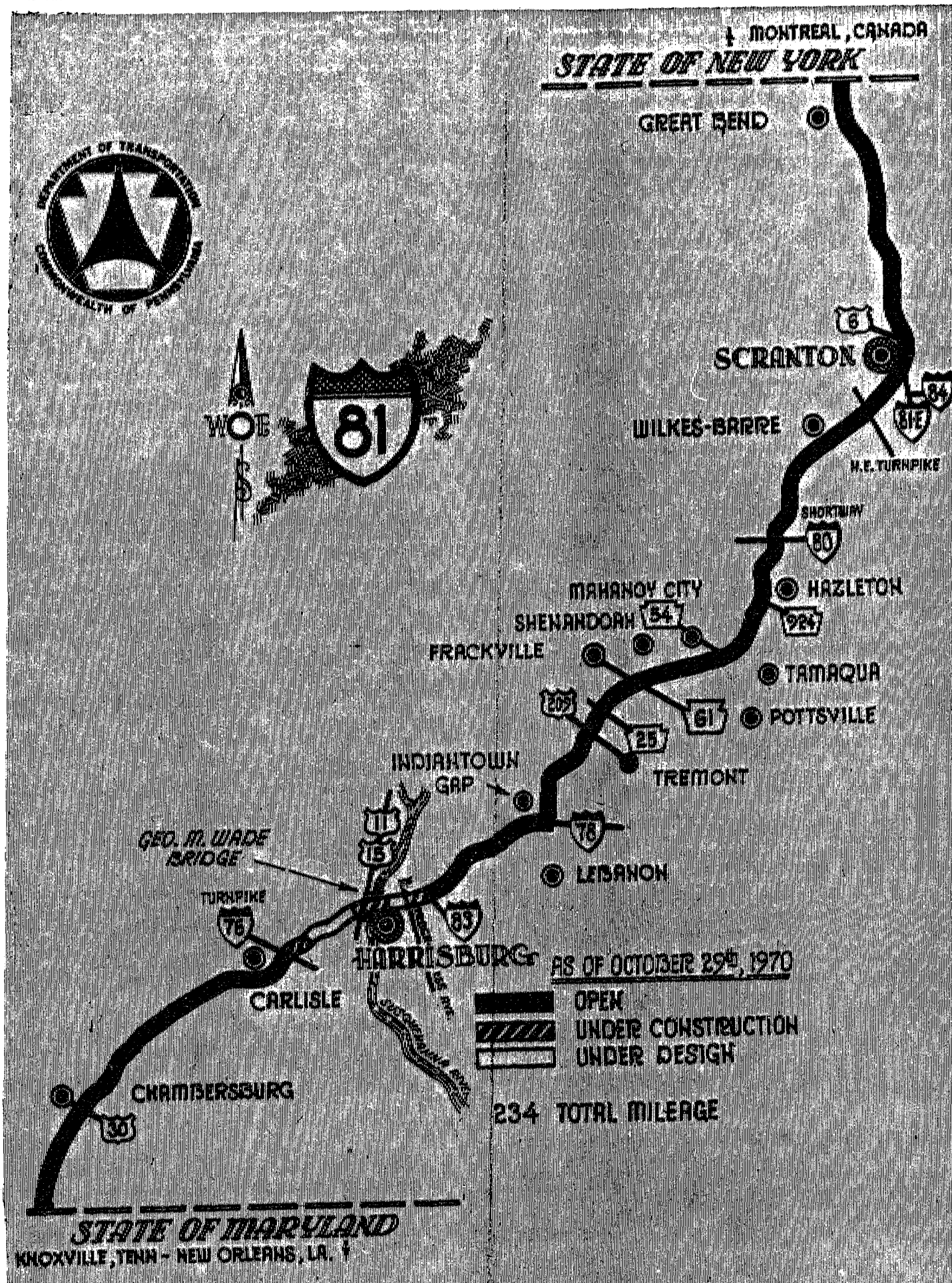
But a piece of paper (Ken's favorite material) can be used in any way a child fancies — it's a ticket to wherever he wants to go.

Among the child involvement toys made by Little Kenny are a series of plastic-coated posters kids can write on with washable crayon. They encourage children to learn such things as measuring, telling time and counting money.

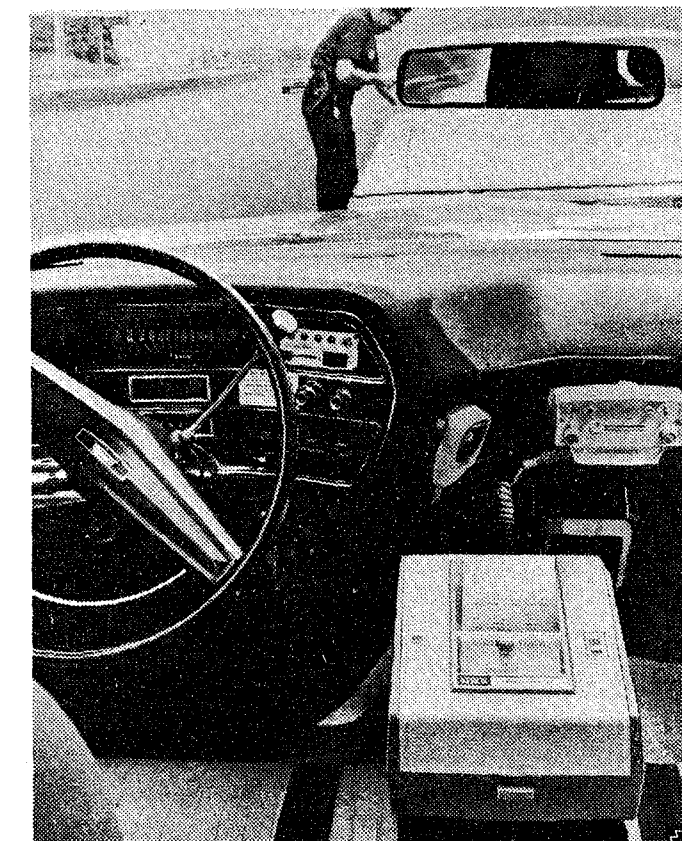
A card game made by the company teaches numbers from one to ten and all fifty states, and there are perhaps a dozen games that can be played with the fifty-piece deck.

A new game for older youngsters consists of a set of paper boxes printed with various symbols. It contains three sets of playing rules, and a blank rule page where children can record rules for their own version of the game. "This is child involvement at its best," says Ken. "The child really has to create — he can't get a result from simply pushing a button or imitating someone."

Dagdigan expects to have several new toy designs result from response to his current products. Children are much more innovative than adults, he says. It's only when they've been taught that "things are as they are" that children stop seeing things as they might be.

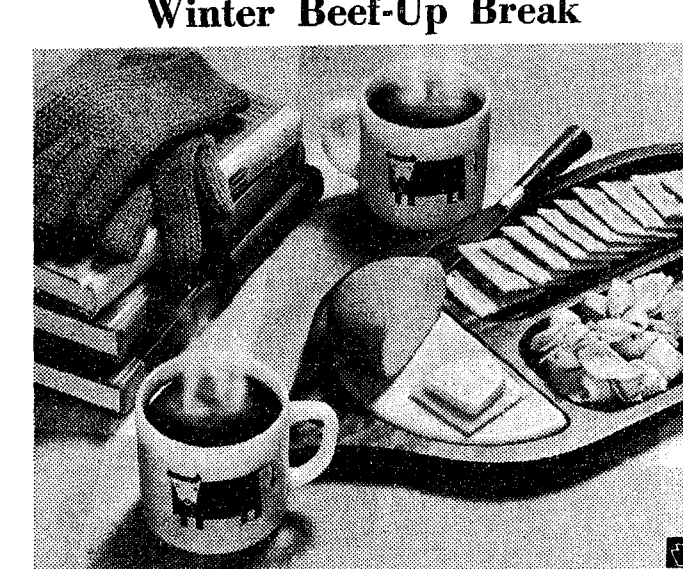


**Patrol Car Secretary**



Police officer leaves his car to discuss possible traffic violation with motorist while his "secretary" — the new Xerox Mobile Printer — automatically receives radio calls and prints them on a roll of paper. The radio-operated device prints at the rate of 280 words a minute and means patrolman won't miss any messages — routine or urgent — while he's away from his vehicle. The compact device fits on the front seat and can be incorporated easily into existing networks. It was developed by Xerox Corporation's Communications Products Division in Rochester, N. Y.

**Winter Beef-Up Break**



Here comes the cold weather again and, right along with it, our need for good, chill-chaser ideas. Try this suggestion for both taste and nourishment: old-fashioned hot beef broth made from real beef concentrate. Just hits the spot for everyone, especially the children when they come home after school or play.

Hot beef broth is rich, hearty and full of good taste. And, it's perfect to serve with crackers and cheese.

A cup of beef broth is a happy change from tea, coffee or cocoa. It makes a welcome lift for anybody who's a little tired, a little chilled. There's nothing like it to raise the spirits after a hard day's housework or shopping. What's more it is so quick and easy to prepare: simply add 1/4 teaspoon of Bovril real beef concentrate per cup of boiling water and stir.

The secret is that Bovril beef broth actually provides the quickly-digested proteins

and energy-giving vitamins everyone needs, particularly during the winter months. It's an easy and inexpensive way to beef up your family's resistance to the cold.

Going skiing? Going to the football game next Saturday? Don't forget to take along a thermos of hot beef broth for on-the-spot chill-chasing.

Modern medicine hopes to learn the witch doctor's remedies before they are lost. They may — as many doctors openly admit — hold the answer to some of mankind's worst ills and ailments.

But from Africa to the deep Amazon jungles, civilization is smothering the secrets of jungle treatments and cures, as well as discrediting the quackery that often kills and cripples. According to the National Geographic Society, more and more witch doctors are retiring. They forget their secrets or take them to the grave.

Fewer and fewer regions of our "civilized" world are beyond the reach of medical missionaries or government medical officers, which is good in one sense and bad in another.

It is a fact, however, that the medicines made by witch doctors from bark, leaves, seeds, nuts, fruits, or roots of plants, or maybe extracted from birds, snakes, fish or other animals may be far from worthless.

Americans know well the contributions of our Indians who have given us more than 50 plants for our modern pharmacology. For instance, the May apple, an old antidote for warts, is now known to contain an antitumor substance.

In Africa, Uganda's "toothache plant" produces an effective pain killer. Experiments with some powerful poisons may produce specialized anesthetics or relaxing drugs.

The South American blowgun poison, curare, is used in treating heart disease. And a medicine of ancient India, taken from the snake-root or Rauwolfia, has been very useful in lowering blood pressure.

Science is also interested in sea snakes' venom, which is 50 times as deadly as the cobra's. When refined, it is useful

in stopping bleeding. The venom of the toad fish fights diabetes by burning up blood sugar.

Witch doctors have conducted their primitive practices in all corners of the world, with medicines evolving from thousands of years of trial and error. Traditionally, a witch doctor's treatment involved the kill-or-cure approach, but some were highly skilled.

A few years ago, two South American doctors performed a brain operation using surgical instruments invented for the same purpose by the Incas.

Even psychiatrists respectfully have studied witch doctors' successful treatment of mental patients, who believe their troubles come from a variety of unfriendly spirits.

And talking about spirits and "cheering up the mind," Polish doctors in the 17th Century recommended Polish vodka as a medicine. In fact, there is a little poem in Polish medical lore, which appears in the book "Vodka or Spirits," that is being followed by people the world over today: "Though you have had spirits for time immemorial in Poland, yet you do not know the advantage it has. Read this book, you who drink vodka. See for yourselves how it can restore your health." The Poles, incidentally, invented Vodka and have been producing it for centuries. "Wodka" as they call it, is now served in this country to thousands of Americans to "cheer up their minds."

