

# AIRCOACH TRANSPORT ASSOCIATION, INC.

## REGIONAL OFFICES

Location	Phone
New York, N. Y.	Illinois 7-5200
Washington, D. C.	Metropolitan 8-6150
Philadelphia, Pa.	Orchard 3-1700
Chicago, Ill.	Portsmouth 7-0232
San Antonio, Texas	University 6-1621
Seattle, Wash.	Mutual 1190
Oakland, Calif.	Lockhaven 9-6770
Burbank, Calif.	Charleston 8-8304

## MILITARY INSTALLATIONS

Camp Kilmer, N. J.	Kilmer 5-7200, Ext. 440
Fort Monmouth, N. J.	Eatontown 3-1060, Ext. 3281
Fort Dix, N. J.	Ft. Dix 2000, Ext. 2-1236
Fort Hamilton, N. Y.	Shoreroad 8-2283
Fort Jay, N. Y.	Whitehall 4-7700, Ext. 5159
USNS, Lakehurst, N. J.	8-6631
Fort Devens, Mass.	Ayer 311, Ext. 2880
Indiantown Gap, Pa.	Lebanon 3-2601, Ext. 46
Philadelphia Navy Yard, Pa.	Howard 5-1000 or 7-1322, Ext. 2247
Fort Meade, Md.	Ft. Meade 2169
Norfolk Naval Base, Va.	2-8211, Ext. 4279
Ft. Belvoir, Va.	Metropolitan 8-6150
Camp Gordon, Ga.	Bush Field 4-8901
Columbia, S. C.	3-7934
Camp Polk, La.	2960
Camp Rucker, Ala.	Camp Rucker 2-8041
Great Lakes NTS, Ill.	Delta 6-3500, Ext. 2554
Fort Custer, Mich.	Battle Creek 3-4228
Camp Breckinridge, Ky.	Morganfield 600, Ext. 297
Fort Knox, Ky.	Star 9167
Ft. Leonard Wood, Mo.	Ft. Wood 2000, Ext. 671
Camp Crowder, Mo.	Neosha, Mo., 1240, Ext. 254
Fort Campbell, Ky.	Fort Campbell, Ext. 7627
Fort Sill, Okla.	Ft. Sill 8255 or Lawton 7988
Camp Chaffee, Ark.	Ft. Smith 3-5936
Fort Bliss, Texas	Ft. Bliss 5-4611, Ext. 2-3243
Fort Hood, Texas	Ft. Hood, Ext. 3123
Camp Carson, Colo.	Empire 6-0816
Boeing Field, Seattle, Wash.	Mohawk 3850
Fort Lawton, Wash.	Mutual 1190
Fort Lewis, Wash.	Lakewood 3611 or Mutual 1190
Camp Hanford, Wash.	North 7600, Ext. 231
Camp Stoneman, Calif.	Pittsburg 2-2120
Fort Ord, Calif.	Ft. Ord 2-7111, Ext. 3119
Manx Hotel, San Francisco, Calif.	Douglas 2-4103
Camp Roberts, Calif.	Camp Roberts 100, Ext. 1061
Camp San Luis Obispo, Calif.	2480, Ext. 266
Fort MacArthur, Calif.	Charleston 8-8304
San Diego, Calif. (Office in San Diego Hotel)	Franklin 9-9448
Fort Mason, Calif.	Prospect 6-2200, Ext. 3233
Treasure Island, Calif.	Douglas 2-5796
Naval Receiving Station, Honolulu	Pearl Harbor 4711, Ext. 2-8180
Pearl Harbor, Hawaii	86-3315

# the story of AIRCOACH

**The Greatest Innovation in Commercial  
Aviation Since Airmail**



## HOW IT ALL STARTED

One of the most significant single developments in commercial aviation during the first 50 years of powered flight was the establishment of low-cost aircoach service, hailed by most aviation historians as the greatest innovation in commercial aviation since airmail.

Prior to World War II, air travel was a high-cost, luxury mode of transportation which approximately 90 percent of our population could not afford. It was inevitable, then, that one day a low-cost, less luxurious mode of air travel would be established to meet a strong public demand for economical air transportation at a price the average American could afford to pay.

An unusual combination of events and conditions which marked the end of World War II were almost perfect for the starting of low-cost passenger air travel. The war had been fought primarily in the air. Most of the returning Air Force veterans had learned to fly and maintain planes and had seen the possibilities of air transport. The Air Force had a surplus of excellent aircraft on its hands and it stood to lose a great deal of money unless some use could be found for the planes. The Government saw in the large number of air-minded veterans a vast market for this equipment. The War Assets Administration offered the surplus planes to veterans at very attractive prices, explaining how the planes could be fitted with seats and used as passenger-carrying aircraft. Many of these veterans saw a ready market for low-cost air service in the large number of civilians who had worked so hard at home during the war but now wanted to travel, by air if air travel could be brought within their means. Consequently, what is now commonly referred to as aircoach service was born.



# Welcome Aboard!

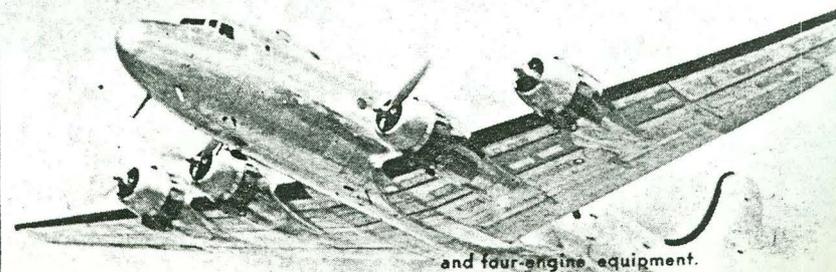
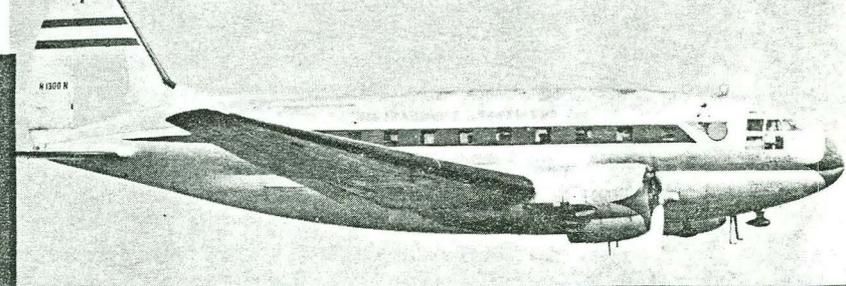
The challenging story of the independent airlines' invaluable contribution to commercial aviation has never really been told.

It is a dramatic episode of modern-day pioneering in air travel. Armed only with the initiative and ambition which have become synonymous with American free enterprise, a group of air-minded veterans returned home following World War II with a dream of air transportation for everyone.

In six short years, the piercing stimulus of the independent airlines has changed the concept of air travel from one of luxury transportation to one of transportation within the means of the average American. The industry stands as conclusive proof that air transportation of passengers can be a self-supporting industry.

This story, of course, cannot be fully told in this limited space. We have attempted to cover only the highlights of the establishment, growth and development of the founders of low-cost aircoach service.

Independent aircoach lines operate both twin-engine



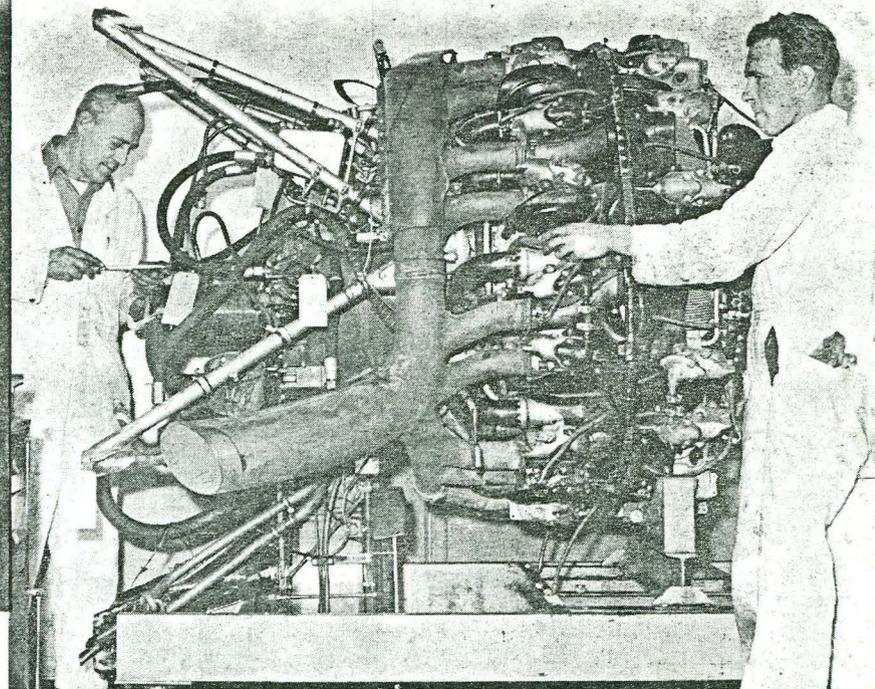
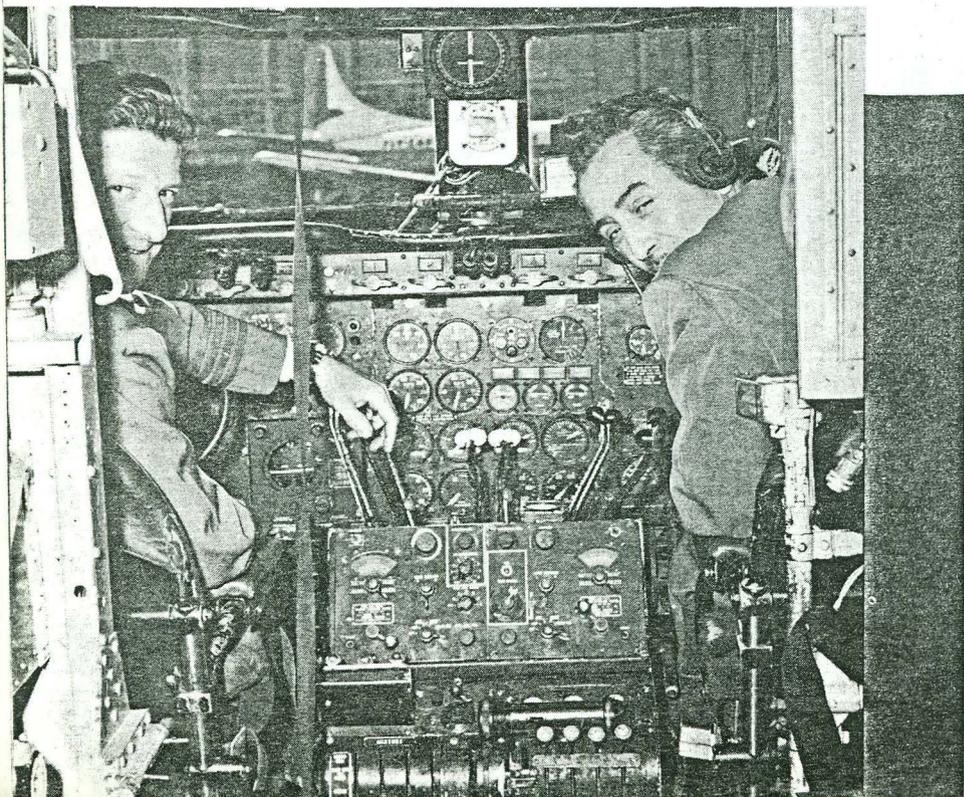
and four-engine equipment.

## AND TODAY?

During the next six years this new air transportation industry grew by leaps and bounds. Last year the independent airline industry transported approximately 700,000 passengers more than 1,250,000,000 passenger miles. Significantly, first-class air travel also enjoyed a substantial increase during the past six years, convincing evidence that independent aircoach carriers are tapping an entirely new market for air travel rather than diverting passengers from the luxury service.

Basically, aircoach service is only another expression of the mass production philosophy so vigorously espoused in this country. It is to air travel what the bus, and railway coach are to surface transportation. Aircoach makes it possible for those with limited means and limited time to take advantage of fast air travel.

Independent aircoach pilots hold Airline Transport Ratings, the highest commercial airline pilot-rating awarded by the Civil Aeronautics Administration.



The maintenance standards of independent aircoach lines are as high and exacting as those of any other group of airlines.

## WHAT ABOUT MAINTENANCE AND SAFETY?

The maintenance standards of independent airlines are as high and exacting as those of any other airlines in the U. S. Independent airline mechanics are highly skilled aircraft experts licensed by the Civil Aeronautics Administration. Every part of the aircraft is removed and inspected and checked at frequent predetermined intervals. Each independent airline pilot holds an Airline Transport Rating — the highest pilot rating awarded commercial pilots by the CAA. Independent airlines maintain a vigorous pilot training program and check and screen pilots as comprehensively as any other group of airlines in the U. S.

All this attention to maintenance and safety is paying off handsome dividends. For example, each of the 40 carrier-members of the Aircoach Transport Association attained a perfect safety record in 1952.

Even more emphasis is going to be placed on safety in 1953 by ACTA's Technical and Safety Division, headed by an aviation safety expert. In addition, the Aircraft Engineering Foundation, a research corporation, established by ACTA Carrier-Members, is constantly developing safety improvements for aircraft operated by Foundation members.

## WHAT ABOUT FARES AND SERVICE?

You can fly independent aircoach for from one-third to one-half less than the standard fares for air travel. Independent airlines use all-plush equipment with comfortable reclining seats. Stewardess or flight attendant service and free snacks are featured on independent aircoach flights. There are not tips or "extras" to pay.

## HOW CAN THEY DO IT?

How can independent airlines offer such high airline standards for such low fares? The answer is very simple. Unlike "extra fare" airlines, independent carriers make full passenger use of the entire ship without freight or mail. Aircraft operated by independent airlines accommodate over one-third more passengers without sacrificing comfort. This economy of space is given to you, the passenger, in lower fares.

Yes, safe, dependable, air travel, at a price the average American can afford to pay, is now a reality thanks to the initiative, ambition, and perseverance of the nation's independent airline operators. Given the opportunity, these operators hope to reduce the cost of flying until it is the most economical, most used, form of transportation.

## IMPORTANT MOBILIZATION RESERVE

Under an agreement with the Defense Department, Aircoach Transport Association has employees stationed on key military installations and air carrier operating centers throughout the nation to assist Military Transportation Officers in arranging movements via independent aircoach lines. Linked by a 24-hour teletype network, these ACTA employees are able to spring into action on a moment's notice to mobilize the entire independent airline industry's airlift to meet any military emergency — to rush medical aid or troops and supplies to an area under attack — or to evacuate casualties from an atom-bombed city.

Even now mobilization of a large fleet of aircraft to speed veterans from a port of debarkation to their homes or to meet military emergencies has become a routine operation for ACTA. As an example of this service, ACTA mobilized an emergency airlift during last year's Missouri flood to rush flood fighters into the inundated area. In the first two days of this operation, 650 Army Engineer personnel were flown into the flood area. No other commercial airline group was in a position to answer this emergency.

## COMPARISON OF TRAVEL COST — COAST TO COAST

TRAVELING BY....	TIME	FARE AND TAX	FOOD & SERVICE TIPS	VALUE OF TIME at \$10 per day	TOTAL
 AIR COACH	12 to 14 Hours	\$99.00 14.85 \$113.85	Tipping not permitted	\$5.00	\$118.85
 BUS	4 Days	\$49.80 7.47 \$57.27	\$24.00	\$40.00	\$121.27
 RAIL COACH	3 Days	\$88.81 13.32 \$102.13	\$18.00	\$30.00	\$150.13
 PREMIUM-FARE AIR LINES	11 to 12 Hours	\$157.85 23.68 \$181.53	Tipping not permitted	\$5.00	\$186.53
 PULLMAN	3 Days	\$140.70 21.10 \$161.80	\$18.00	\$30.00	\$209.80

The military has come to recognize the independent airline industry as a vast airlift reserve which will be of great value in defense emergencies. More and more, the military is turning to independent airlines for movements of military personnel. Not only does this enable the pilots, mechanics, and technicians employed by the industry to keep alive the know-how of military aviation which most of them learned during the war, but it also means a considerable savings to the taxpayer in that the cost of moving personnel by aircoach is considerably less than the cost of movements by other means of transportation.

At the height of the Korean airlift, independent airlines were transporting more than 60 percent of the cargo assigned to commercial airlines and in supporting the Berlin airlift these carriers flew over 50 percent of the cargo transported by commercial air carriers.

Independent airlines operate more than 170 large passenger and cargo transport aircraft, each suitable for emergency military use with little, if any, modifications.

For further information write to the Public Relations Department  
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