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TO JESS HIGHTOWER
FROM CHUCK CHAPPELL

FOLLOWING FOR IMMEDIATE RELEASE

SANTA MONICA, CALIF., JAN. 4 -- BROAD EXPANSION OF DC-8 OPERATIONS, BOTH DOMESTICALLY AND ON INTERCONTINENTAL ROUTES, WILL OCCUR EARLY IN 1960 WHEN A TOTAL OF 12 AIRLINES WILL HAVE TAKEN DELIVERY OF DOUGLAS JETLINERS.

THIS WAS HIGHLIGHTED IN A YEAR-END SUMMARY OF DOUGLAS AIRCRAFT COMPANY'S TRANSPORT ACTIVITIES BY J. R. MCGOWEN, VICE PRESIDENT-COMMERCIAL PROGRAMS.

ONLY TWO DOMESTIC U.S. AIRLINES, UNITED AND DELTA, HAD THE DC-8S IN SERVICE AS 1959 DREW TO A CLOSE. BUT DURING THE FIRST 90 DAYS OF THE NEW YEAR, MCGOWEN SAID, FIRST DC-8 DELIVERIES WILL BE MADE TO ALITALIA-LAI, EASTERN AIR LINES, KLM-ROYAL DUTCH AIRLINES, NATIONAL AIR LINES, NORTHWEST ORIENT AIRLINES, PAN AMERICAN WORLD AIRWAYS, PAN AMERICAN-GRACE AIRWAYS, SCANDINAVIAN AIRLINES SYSTEM, SWISSAIR AND TRANS-CANADA AIR LINES WHILE DELIVERIES CONTINUE TO UNITED AIR LINES.

BY THE CLOSE OF 1960, THE SUMMARY SAID, MORE THAN 100 OF THE 150 DC-8S ORDERED BY 20 AIRLINES WILL BE DELIVERED.

"THE FULL IMPACT OF THE DC-8 ON THE WORLD'S TRANSPORTATION SYSTEM WILL BE FELT BY MID-1960," MCGOWEN SAID. "IN ITS DOMESTIC SERVICE, THE DC-8 ALREADY HAS ESTABLISHED ITSELF AMONG U.S. TRAVELERS AS THE MOST STABLE AND COMFORTABLE JET IN THE AIR.

"THE AIRLINES FLYING IT ARE MORE THAN PLEASED WITH ITS RELIABILITY, AND PILOTS DESCRIBE THE DC-8 IN GLOWING TERMS.

FORM 905 THE STANDARD REGISTER CO., DAYTON 1, OHIO, U. S. A.

"WHEN THE MORE POWERFUL DOMESTIC AND INTERCONTINENTAL
MODELS GO INTO SERVICE DURING 1960, WE EXPECT SIMILAR REACTIONS
FROM A BROADER SEGMENT OF THE WORLD'S AIR TRAVELERS."

MCGOWEN SAID HIS COMPANY'S MARKET SURVEYS INDICATE THAT
THE ANTICIPATED INCREASE IN PASSENGER TRAFFIC DURING THE NEXT
TWO YEARS WILL CREATE A NEED FOR MORE THAN 30 ADDITIONAL JET
TRANSPORTS OF THE DC-8 CATEGORY.

"NATURALLY," HE ADDED, "WE HOPE TO GET OUR FAIR SHARE OF
THIS MARKET AS RE-ORDERS AND SOME NEW ORDERS FROM AIRLINES NOT
YET COMMITTED TO JETS OF ANY MANUFACTURE."

MCGOWEN SAW FURTHER SALES POSSIBILITIES IN THE FIELD OF
JET CARGO TRANSPORTS. "SINCE THE DC-8 WAS SPECIFICALLY DESIGNED
WITH A GROWTH POTENTIAL" MCGOWEN SAID, "WE CAN FORSEE A FUTURE
MODEL WITH AN ATTRACTIVE EARNING CAPABILITY FOR OPERATORS."

ALTHOUGH THERE IS EVERY INDICATION THAT AIRLINES WILL
NEED A SMALLER PURE JET TRANSPORT FOR OPERATION OVER SHORT TO
MEDIUM RANGES, THE DOUGLAS EXECUTIVES INDICATED THE TIMING FOR
THE INTRODUCTION OF SUCH A NEW MODEL REMAINS A SUBJECT OF STUDY
AND DISCUSSIONS WITH AIRLINE OPERATORS.

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