

EXECUTIVE BULLETIN CLARIFIES NAMES

TWA is both a domestic and an international air carrier. In order to emphasize this fact both at home and abroad, consideration has been given to our policy with regard to the names which will identify our system.

COMPANY NAME

Effective immediately, in all references to the company, we will use either "TWA," or "Trans World Airline," or "TWA, Trans World Airline," whichever seems appropriate. For the time being the corporate name will remain Transcontinental & Western Air, Inc., but this will be used only when necessary in formal documents.

Telephones at all stations on the system will be answered "TWA-Trans World Airline," with such exceptions abroad as may be found necessary by the International Division, because of language variances. In telephone and other directories we should secure listings under TWA, Trans World Airline, and Transcontinental & Western Air, Inc. Our attorneys have been asked to consider the advisability of incorporating in Delaware "Trans World Airline, Inc." as a measure of name protection.

AIRCRAFT NAMES

In identifying TWA aircraft as a group, regardless of whether they are used in the International or Transcontinental Division and regardless of the type, they will be referred to as "TWA Skyliners." TWA's route will be referred to collectively as the "Route of the Skyliners."

Aircraft of different types will be named in accordance with the following policy. The specific names listed will be placed on the aircraft immediately. As additional names are approved in each category, you will be advised.

I. Constellation Aircraft:

Constellations are to be named after cities, points of interest, or areas along our routes.

The approved names for international Constellations are:

1. Star of Paris
2. Star of the Vatican City
3. Star of Dublin
4. Star of Cairo
5. Star of Geneva
6. Star of Athens
7. Star of Madrid
8. Star of Lisbon
9. to 15. To be designated later.

The approved names for transcontinental Constellations are:

1. Star of India
2. Star of the Red Sea

3. Star of the Mediterranean
4. Star of Arabia
5. Star of the Persian Gulf
6. Star of Tripoli
7. Star of Africa
8. Star of France
9. Star of Ireland
10. Star of the Nile
11. Star of the Pyramids
12. Star of the Matterhorn
13. Star of the Yellow Sea
14. Star of the Adriatic
15. Star of the Dardanelles
16. Star of the China Sea
17. Star of the Bay of Bengal
18. Star of the Bay of Biscay
19. Star of Mecca
20. Star of Ceylon
21. Star of Baghdad
22. Star of Suez
23. Star of Gibraltar
24. Star of Monte Carlo
25. Star of Geneva
26. Star of Venice
27. Star of St. Michele
28. Star of Aden
29. Star of Bahrein
30. Star of Oman
31. Star of Portugal
32. Star of China
33. Star of Damascus
34. Star of the Riviera

The foregoing names will be placed on international and transcontinental Constellations both in English and in foreign translation. For example, "Star of Paris" will appear also in French; "Star of Madrid" will appear also in Spanish. In those instances where the name designates an area where several languages are spoken such as "Star of the Mediterranean," the Advertising Department will determine the foreign language translation to be used.

II. DC-4 Aircraft:

The DC-4's (C-54E's) are to be named:

1. Sphinx
2. Taj Mahal
3. Coliseum
4. Shamrock
5. Arc de Triomphe
6. Acropolis

The international C-54B's are to be referred to as TWA Skyfreighters and may or may not be named individually as the International Division may decide.

III. Stratoliner Aircraft:

The Stratoliners will retain their original Indian names. These are as follows:

1. Commanche
2. Cherokee
3. Zuni
4. Apache
5. Navajo

IV. DC-3 Aircraft:

DC-3's will not be given individual names.

V. C-47 Aircraft:

The transcontinental C-47's used exclusively in mail, express and freight service are to be referred to collectively as TWA Skyfreighters and are not to be given individual names.

SCHEDULE NAMES

I. International Schedules:

International scheduled flights of both Constellations and DC-4's will be named after cities, areas, and points of interest along our route, followed by the word "Comet" or "Meteor." The city, area, or point of interest named in any schedule should indicate the terminal point of the schedule. For example, the first schedule to Paris would be called "Paris Comet"; the second schedule to Paris might be called "Paris Meteor"; a third schedule to Paris, "Versailles Comet," etc. A schedule which goes on beyond Paris to Cairo would be named "Cairo Comet," etc.

The designation "Comet" or "Meteor," of course, signifies the speed with which our flights flash across the skies. The International Division will select and approve the names of schedules within this policy as they are required.

II. Transcontinental Schedules:

A. Our best transcontinental Constellation schedule will be called "Advance Sky Chief." Our second best transcontinental Constellation schedule will be called "Sky Chief." All other transcontinental Constellation schedule names will incorporate the idea of speed and timesaving, such as "Chicago Time Saver," "New York Time Saver," "Sun Racer," "Sun Pacer" (day schedules), and "Moon Racer," "Moon Pacer," "Star Racer," "Star Pacer" (night schedules).

The Traffic Department will select and approve the names within this policy as they are required.

B. Stratoliner schedules will be given functional names similar to the type names currently being used in our timetables, such as "Times Square," "Radio City," etc.

C. All DC-3 schedules are to be named in the same manner as at present, avoiding any duplication of names withdrawn from the DC-3 list for use on Constellation or Stratoliner schedules.

D. The C-47 TWA Skyfreighter schedules will be given mythological names denoting

strength or size such as "Hercules," "Vulcan," etc.

These names will be chosen by the Traffic Department as required.

PUBLICITY ON FLIGHTS

Publicity on any flight operating in scheduled service will use the schedule name rather than the name of the airplane because of the inability to foretell sufficiently in advance for publicity purposes which plane will operate on a particular schedule. For publicity purposes, the name of the airplane will be used in chartered flights.

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This bulletin was issued pursuant to instructions from the President.

SKYLINER WILL LIVE

After considerable investigation into the possibilities of using the name "STARLINER" for the weekly publication and dropping the "SKYLINER" entirely, we have decided against such a move. There is too much chance of trespassing on established names of other companies such as the White Star Line and Alaska Airlines, the latter having used "Starliner" for some time.

Consequently we will continue the use of "SKYLINER" for our weekly publication after May 1, and "STARLINER" will be dropped. In view of the decision of management to stick by the time-tested name of "Skyliners" for our collective fleet (see "name" story) we think it is appropriate.

MAIN LINE? SHHHH!

There is no "main line" on TWA. Every city we serve is on one of our major system lines, and our reference to "the main line" as the St. Louis, Columbus, New York route should be discontinued. Anyway, such reference is a hangover from the early days of the airline and has been outmoded long ago. Besides that, United uses the phrase "main line" and we shouldn't trespass, so let's forget it and just say "via Chicago" or "via St. Louis."

TRAINING PROGRAM

Management has just approved a training program for returning veterans who are assigned positions in the following classifications: Ticket Clerk, Reservations Clerk, Passenger Agent, Chief Passenger Agent, Operations Agent, Assistant Sta-

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