

VOLUME 4, NUMBER 7 / INTERNATIONAL EDITION

Holland

Herald

NEWSMAGAZINE OF THE NETHERLANDS

THIS GOLDEN AGE
50 years of flying Dutchmen





KLM suggests you choose a "steady."

Next time you fly, you can choose from 20 different stewardesses. In 20 different uniforms. And 20 different nationalities. How? Simply by specifying an airline when you book your trip.

But figures reveal that most people never take the opportunity. And we don't think it's fair. Because the stewardesses who really try hard never know whether all the extra effort is

justified. Which can be pretty discouraging. And... well, you know women.

Now we ask you to take a stand. Next time you book an airline ticket, tell your travel agent which airline you'd prefer. He won't mind. After all, you have to foot the bill - whether the service is good or not.

Why do we bother with all this?

Perhaps pride. We'd like to think that if you fly KLM, it's not just a happy coincidence. It's because you insisted. After all, we've had to work hard for our reliable reputation.



the airlines' airline.

KLM ROYAL DUTCH AIRLINES

MANAGEMENT



July 1969

Dear Holland Herald Reader,

As General Manager of KLM - Royal Dutch Airlines it gives me great pleasure to introduce this special issue of Holland Herald, dedicated to the 50th anniversary of Royal Netherlands Aircraft Factory FOKKER and KLM.

The story of those 5 decades, during which an aircraft industry and an airline company from a small country like The Netherlands mushroomed into industries of world renown, is not told in lengthy articles but in a colourful kaleidoscope of facts, dates, anecdotes and interviews, presenting an original view of what has happened in the past half century.

We are particularly pleased by the interest shown in our golden anniversary by so many leaders of world aviation and so many of our interline partners. Their messages of congratulation in this issue are flattering and above all heartwarming.

I want to thank these friends and all those others whose support and confidence has helped us make our company to what it is today.

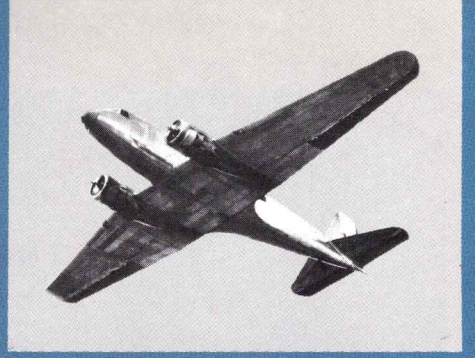
On behalf of the Management and 14,500 staff of KLM - Royal Dutch Airlines I send 50th anniversary greetings.

Pleasant reading and good flying.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'D.K. van Houten', written over a horizontal line.

D.K. van Houten
General Manager



Congratulations to KLM on your golden anniversary.

We send you our best, as we have for 35 years.
KLM is the only airline to fly every DC model — starting
with the 14-passenger DC-2 back in 1934.

MCDONNELL DOUGLAS

St. Louis, Missouri, U.S.A.

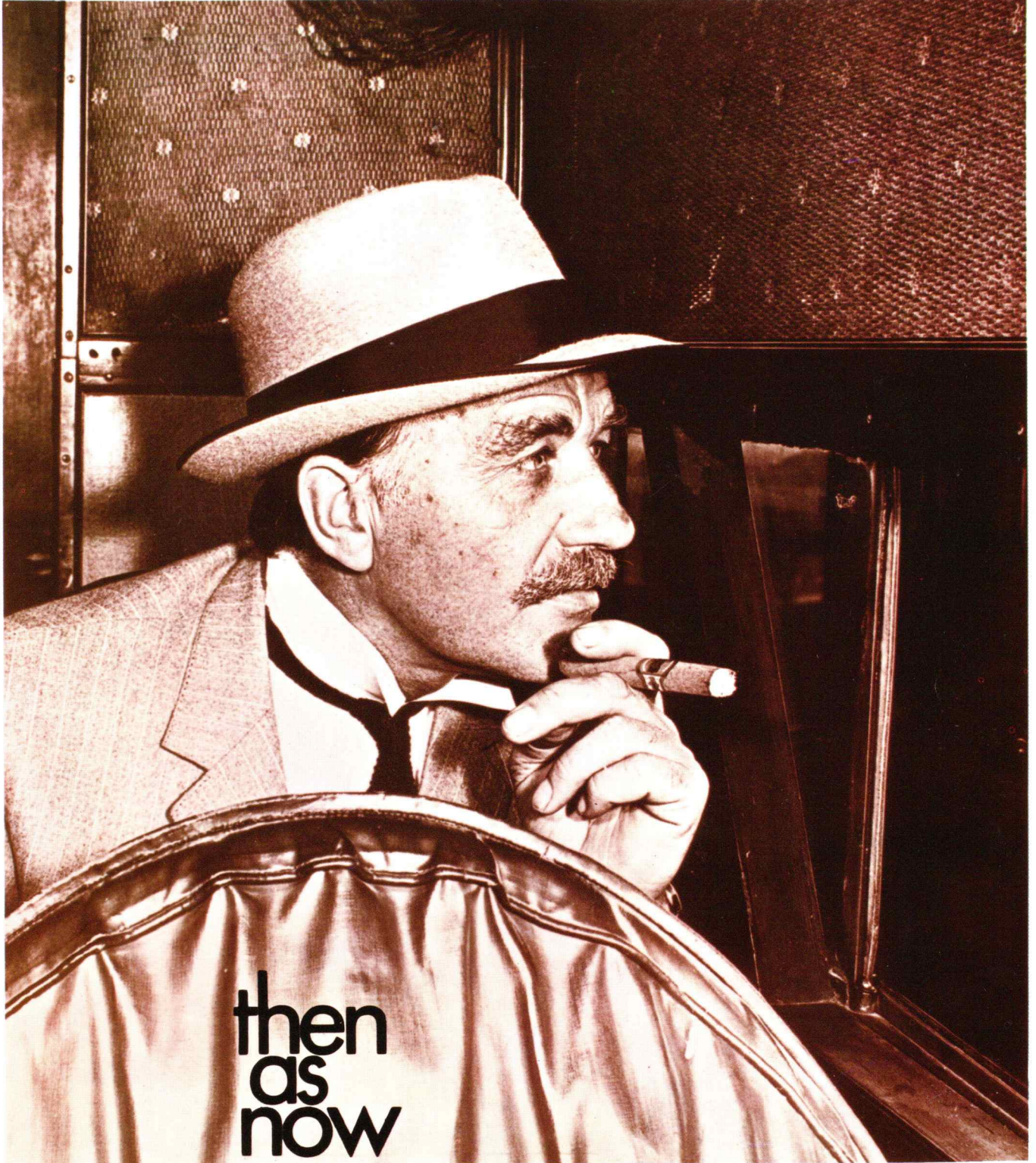


Lufthansa congratulates KLM on the occasion of their 50th anniversary



Let's face it, aviation is a very young and handsome industry. Still, it has had its pioneers, like KLM's Albert Plesman and Lufthansa's von Gablenz, who had the courage and the vision to create industrial giants out of nothing. To them we take off our hats. We of Lufthansa think this great anniversary is a good occasion to give a cheer to all KLM old-timers who played such a prominent part in this magnificent job. Not forgetting, of course, those who are still carrying the KLM torch. Good luck and happy landings, Royal Dutch.

Photograph of the Fokker VII-a, registration H-NACT, by courtesy of the museum of historical aircraft, Schiphol Airport, Amsterdam.



experienced travellers choose
the best airline and the best cigar.
KLM and Ritmeester - still the
best in their fields.



congratulations klm!

A MESSAGE FROM PRINCE BERNHARD



Soestdijk Palace, June 1969.

For two reasons it gives me personally great satisfaction that we celebrate this Golden Jubilee of civil aviation in The Netherlands.

Firstly because I am a pilot myself and have always been fascinated by flying and by the stories of those early pioneers. Secondly because civil aviation is one of the pillars of our economy.

I believe, with Plesman, that "The air ocean unites all peoples" and I wish both Fokker and KLM a very happy anniversary indeed.

A handwritten signature in black ink, which appears to read 'Bernhard'. The signature is written in a cursive style with a long horizontal line extending from the end.

The Prince of the Netherlands.

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Head office: Keizersgracht 125, Amsterdam C, The Netherlands. Phone: Amsterdam (020) 63651 (3 lines) and 248670. Cables: HollandHerald, Telex: 12154.

Britain: 71 Fleet Street, London EC4. Phone: (01) 353 4818 and (01) 467 5291.

United States: (editorial) Ben van Meerendonk Jr., Apartment 1d, 100 Bank Street, New York, NY 10014. Phone: 691 2797. Cables: Vanmeer, New York 422981. Telex: 422981. (Advertising) Richard W. Skinner, John H. Perry Associates Inc., 19 West 44th Street, New York, NY 10036. Phone: 687 5047.

New Zealand: (representatives) War-naar Trading Co. Ltd., 14 Richardson Terrace, Christchurch 2. Phone: 897-540. P.O. Box 9567.

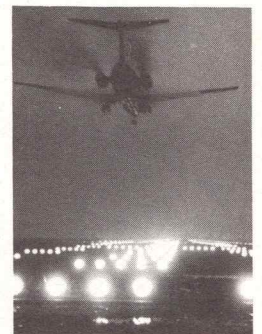
Japan: Hiroshi Iwai, Media House Ltd., Kita-Aoyama-3-2-10, Akasaka, Minato-ku, Tokyo. Phone: 403-2601/2 and 2902.

While every effort is made to return photographs, artwork and transparencies, it should be understood that these are submitted at the owner's risk.

SUBSCRIPTION RATES

One year (postage included), monthly, f 18 (within The Netherlands). By surface mail throughout the world; f 20, £2.10.-, \$6, or equivalent currencies. By airmail in Europe: f 30, £3.10.-, \$9; Airmail elsewhere; f 50, £6.15. Single copies; f 2, 5s., \$0.60. Discount on bulk copies and subscriptions. By Postgiro 737000 or to Holland Herald account at Algemene Bank Nederland, Spuistraat, Amsterdam.

Printed in offset by G. Kolff and Co., Den Brielstraat 10, Amsterdam. Tel. Amsterdam: 18 45 43.



■ As the girl in the song said: Those were the days, my friend... Days of daring young men in their flying machines. Of passengers in leather coats, clutching KLM hot-water bottles. Weren't those passengers as crazy as the pilots themselves? And wasn't it all a bit of a crazy idea — for tearaway Anthony Fokker to start mass production of aircraft in a small country like Holland? For young Army lieutenant Albert Plesman to stage the ELTA Air Show in Amsterdam, and then form a national airline back in 1919?

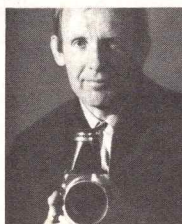
But Plesman got the support of far-sighted Queen Wilhelmina, who bestowed the royal title on KLM Royal Dutch Airlines before they even had a plane. Fokker got the support of Plesman, later became royal themselves. For a generation they built planes that ruled the air world and made a comeback after World War II with the F.27 Friendship (sales 500-plus) and now the F.28 Fellowship.

1969 is the highlight, the 50th anniversary, for both KLM and Fokker, and leaders of the aviation world are marking their pioneer achievements with "Happy Birthday" wishes. Many prominent people, headed by Prince Bernhard of The Netherlands, have sent congratulations through this special issue of Holland Herald.

In all, it is a bumper occasion for us, too; the biggest issue of our 3½-year existence with a record 32 colour pages, eight of them in gold for this golden jubilee. Thanks, especially, to those advertisers who took advantage of the five-colour print facility, and for those who went out of their way to design special commemorative pages.

■ Our biggest issue... and the most fascinating we have researched. It would have been impossible to include every KLM story and personality — and to those who may feel left out we apologise — but our staff toured the world for information. Editor-in-Chief Vernon Leonard went West to see the latest Boeing, Douglas and Lockheed aircraft in Washington and California. On return, he burrowed first KLM flight pilot Jerry Shaw out of his country retreat in southern England. The two logged that May 17, 1920, flight all over again in detail. Leonard then compared it minute-by-minute with a modern DC-9 flight out of London. The result (Pages 37 and 38) is the story of civil aviation in a nutshell. As is the contrast between ELTA days and the elegant DC-9 landing (pictures above).

To all at KLM and Fokker, we say once again, HAPPY BIRTHDAY.



■ Cover photographer Bart Mulder, 46, began his photographic career only six short years ago. Before that he worked to promote Dutch dairy produce. For the information of camera buffs, his cover shot of a DC-8 was taken from a Schiphol runway, using a 500mm. lens on a Hasselblad at 250th of a second, f.8. He used high speed Kodak Ektachrome, enabling the sky colouring to be picked up quickly — no filter at all to capture this unusual and beautiful effect.

Now win a Royal holiday for two—page 100



What would A.F. have said?

A.F.? Anthony Fokker. Far-sighted. Tenacious. The small company he founded and headed in 1919 had an infallible way of showing that Man could go one better than the birds. It built flying machines that carried passengers. Safely. Comfortably. Economically. From the F II to the F VII and the famous trimotors that blazed the trails for today's international air networks. Right through an



impressive list to the sturdy, dependable Friendship, world's biggest-selling turboprop and now

the F28 Fellowship twin-jet, Fokker's remarkable short-haul profitmaker for the 70's. If only A.F. could have foreseen the scale of success; that in its Golden Jubilee Year his company would have grown into one of Europe's biggest and most dynamic aviation industries... what, indeed, would he have said?

FOKKER

1919 »FIFTY YEARS« 1969

ROYAL NETHERLANDS AIRCRAFT FACTORIES FOKKER - HOLLAND

Peeping through the bullet holes

■ In January 1940, as an English school-boy returning to school in England, I was booked on a KLM Douglas out of Amsterdam. The winter was a memorable one. The sea at Zandvoort in front of our house had frozen over and I had walked out on it for a considerable distance. How many of your readers remember that?

It was snowing so heavily one could hardly see; and, as a result, my plane was delayed. However, we started out in a car with chains on the tyres. At Schiphol the runways were covered in thick snow and, after waiting half an hour, my parents and I went out to the plane. Imagine my surprise, as a young boy, to discover I was to be the only passenger! The plane taxied round and, as it did so, the propellers whipped up the snow from the ground and turned us into three snowmen.

There were no stewardesses aboard, so I was entirely alone in the large cabin. I was very disappointed when I found all the windows were of frosted glass (by international regulations) so I could not wave goodbye to my parents as the plane took off. Half-way out over the sea, the plane began to zig-zag and suddenly, to my horror, it seemed to drop like a stone. Then we came up with a bump. At that moment, with a sound like pebbles, one of the windows in front of me was pierced by bullet-holes but did not shatter. A minute or so later a pilot came in to tell me we had been fired at by a Nazi fighter. I could not have been more excited! As soon as he saw I was all right, I ran to the window and putting my eye as close as possible to the largest hole (there were three) I was able to see the English Channel with a number of what I took to be British destroyers.

Quarter of an hour later I saw the white snow rushing up as we landed at Shoreham aerodrome (near Brighton), then the temporary airport. I was freezing cold but how I had enjoyed myself! I enclose a photograph of myself at Schiphol in those far off days.

P. SHELTON

Torquay, England.

■ On a recent flight from Amsterdam to New York, I had the pleasure of flying beside Holland's famous cartoon producer, Joop Geesink. When a passenger entered our Royal Class compartment, the stewardess remarked to Mr Geesink: "Where did that passenger come from?" Looking round, he replied, quick-as-a-flash: "Oh, he just came in through the emergency exit."

G. MOOIMAN

Rotterdam, The Netherlands.

■ It was the third day of the last war — May 12, 1940. As a military pilot, I and two colleagues started the engines of our 20-year-old Fokker C-5 observer-bombers.



Schiphol send-off for Shelton jnr.

Objective was to bomb the enemy lines near Wageningen.

Over the target we were attacked by three fast enemy fighters. What could we do against this opposition? Fight? That would have been suicide. Jump? Not a good idea in view of the flak and other artillery in the fighting zone. I thought of crash-landing, but not with live ammunition next to me.

The solution was taken out of my hands as my Fokker was raked by machine-gun fire. As the plane started leaking petrol

Selection of special readers' letters for this special Golden Jubilee issue. They were sent to Holland Herald following our invitation to "Tell Us Your Story" of flying in KLM and/or Fokker planes. First prizewinner, Mr. P. Shelton of Torquay, England, receives a framed, hand-coloured, Antik Print map. Runners-up receive consolation prizes.

and headed for the ground, I tried to make for the airfield at Soesterberg. I eased the aircraft over the main highway and just made it before the nose hit the dike and caused a somersault.

With petrol streaming from the engine, my first thought was to get out — fast! But my left foot was jammed. I wrenched it free and fell, upside down from the cockpit, bleeding and in pain. I believed my observer dead, although he turned up later in hospital.

I also discovered that the crash had happened within yards of the opposing front lines and in the middle of a mine-field.

Sheltering from the enemy artillery, I saw a truck coming and leaped aboard — direction West! From the truck I got a passing barge on the River Vecht and, hours later, reached a hospital in Amsterdam. After the war I returned to the scene of the crash near Opheusden where a local farmer remembered the incident.

My wounds were caused by the bullets, not by the tremendous impact of the crash from which the sturdy bodywork of the Fokker protected me. Flying is safer than you think and I am still flying.

GERD. F. ROELOFFZEN

Enschede, The Netherlands.

■ As KLM representative in Copenhagen in 1934, I was trying hard to sell my first air ticket to Singapore. It was not

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DUNLOP'S HAND IN FRIENDSHIP

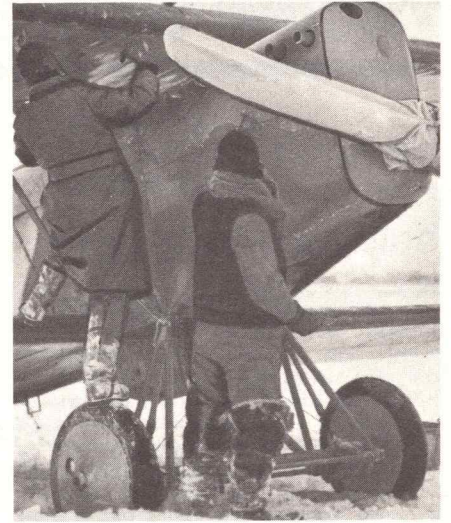
The hand of Dunlop's Aviation Division is extended in friendship and congratulation to FOKKER, who celebrate 50 years of success in World aviation, and KLM the first scheduled airline to celebrate a Golden Jubilee.

Dunlop is also proud to have had a hand in the phenomenally successful FOKKER F27 Friendship equipped with Dunlop tyres, wheels, brakes and 'Maxaret' anti-skid equipment and complete pneumatic systems, as well as other famous Fokker aircraft during the past half-century.

THE DUNLOP COMPANY LIMITED
Aviation Division, Foleshill, Coventry, England.



Before selling Singapore: Bendt's early, icy days among the aviators



easy. The trip was an expensive affair in those days and the confidence in flying was not very great. The service had just opened up and my potential customer — a young lady — had never flown before. I told her how safe and nice and comfortable was the KLM Fokker, mounted with wonderful nine-cylinder Pratt & Whitney engines, and at last I asked her just to try a little sightseeing trip over Copenhagen with one of our clever young pilots.

She accepted the invitation. But unfortunately the pilot misunderstood the serious business and gave the young lady the worst bucky-ride I have ever seen in my life, with looping the loop, spinning and the "falling leaf".

Goodbye my dear customer, I said to myself, goodbye KLM, as I felt sure I'd be fired after. But the young lady — still alive — came out of the airplane after the display and told me that she supposed that it could not possibly fly like that *all* the way to Singapore, and to my great relief, she instantly booked her seat and paid the fare cash down.

BENDT ROM
Kr. Hyllinge, Denmark.

■ I felt a little apprehensive about my first flight — from Rotterdam airport, many years ago — and, as my wife and I waited to board our delayed flight, three planes came in from Britain: the first landing perfectly, the second wobbling like a camel and the third taking off again after an abortive touch-down attempt. These acrobatics didn't help my anxiety — and I told my wife: "Wait till the passengers come out of that plane — I'll bet they're white with airsickness."

Well, the first who came out was a happy, smiling African. That made me feel much better.

Capt. VAN GELDEREN
Survey Ship Contractor One, Kuwait.

■ It was about 1961. We in KLM's London air-freight department had just proudly taken delivery of a set of new office chairs... when the Operations Officer asked me if he could borrow one. I was naturally reluctant — until I heard why. Prince Bernhard had intended to fly from Northolt Air Base near London to Hol-

land but, as his plane was unserviceable, it had been arranged that he would fly from London's Heathrow in one of our DC-3 freighters which had only sufficient seats for the crew. A royal chair was therefore required — and of course, I allowed one of our new ones to be used. It was, I'm glad to say, returned to us from Schiphol the following day!

E. J. CHAPPELL
Hayes, Middlesex, England.

■ There was the flight in 1938 when the landing gear refused to come down over Bandung, the Amsterdam-Singapore trip on a children's holiday-and-family-reunion in-Jakarta flight, the sand storm-over-Dharan flight, the night-stop-in-Cairo-guests of KLM flight, the Bangkok (Plaswijk) nightstop flight, and so on and so forth.

But my most memorable flight wasn't an adventure at all. It was in April this year when I went to Amsterdam, but, having had a road accident, was crippled and had to support myself on crutches.

My wife drove me to Heathrow Airport and there KLM took over. The staff gently placed me in a wheelchair, took me to the departure lounge, to the duty-free shop and then the aircraft and all the time carefully protected my bad leg.

On the aircraft the cabin crew were magnificent, as were the ground staff at Schiphol, and on my return the next day the treatment was the same, if not better.

PHILIP DE LEON
East Molesey, Surrey.

■ As a pilot of a one-engined Fokker aircraft from Groningen to Schiphol, I was complimented on the landing by my businessman passenger. "But," he remarked, "What about the cherry-stones?"

"Cherry-stones?" I asked.
"Yes. They landed on my lap as we were flying at about 900 feet over the Zuider Zee."

I was puzzled for a while, wondering how cherry-stones could come through the open window. Then I remembered — while flying the aircraft I had been eating a pound of cherries and spitting the stones through the cockpit window!

Capt. VAN ULSEN
Vessem, The Netherlands.

More of the mail



HARRY S TRUMAN WRITES

■ I am happy to send warm greetings and all good wishes and congratulations to KLM on its 50th anniversary.

HARRY S TRUMAN
Independence, Missouri.

At war's end in 1945, when KLM had no aircraft, it was President Truman who set the airline back on its feet by arranging delivery to Dr. Albert Plesman of 18 Douglas DC-4 Skymasters and 35 Dakotas. As a result, KLM became the first airline after the war to operate scheduled services across the Atlantic.

■ Although I am the Hollander in my family, my San Francisco-born and reared wife and daughter are the avid, cover-to-cover readers of your splendid, constantly improving magazine. My own interest in my homeland has never diminished, even after nearly 46 years in the US, but since the appearance of HH, my American-born family's interest has increased, and they are more sincere Hollandophiles than I could ever be!

JOHAN ANKERSMIT
Kailua, Hawaii

■ For your aviation issue, we thought you might be interested in the enclosed air ticket — from a flight our Mr. Charles Fuhrmann made from Aruba to Curaçao in 1931. He was one of the first passengers to fly that route in the daring, adventurous one-engine days before KLM

started its regular service between the islands in 1935. The ticket bears a photograph and signature of the pilot.

JOHN KLAUWENS
Spritzer & Fuhrmann, Curaçao.

■ For some time, thanks to friends at KLM, we have been receiving your magazine here regularly, and let me take this occasion to say how much I enjoy reading it. Having visited your country several times, I always have the feeling of reviving old friendships each time I see it. And, from a professional viewpoint, I find it very well done, too.

JOSEPH E. DYNAN
Chief of Bureau, The Associated Press, Cairo, Egypt.

■ Now that our Dutch Fortnight promotion has run a smooth and very popular course here in south-west London, I wanted to thank *Holland Herald* very much for its special cooperation.

We were, of course, delighted with the editorial coverage you gave to this department store and everyone was interested in the copies of the British Issue you arranged to hand out at our official reception.

ANN POTTER
Press Officer

Bentalls department store,
Kingston-on-Thames, Surrey.

■ Husbands are always going out to luncheons, dinners, or on trips abroad and meeting people, strangers, new and interesting. But what about those wives in a foreign community who, for example, are left at home when their husbands go to Holland on business?

Recently, Meriel van Haeften, whose husband runs the Dutch Dairy Bureau in Britain, decided to do something about the situation. She invited wives of the men who import, market and sell Dutch produce in Britain to a lunch in London. A champagne lunch! There was a fashion show, too, in the May Fair Hotel's Beach-

From those adventurous one-engine days: ticket signed by pilot



Pleziervlucht

met

P.H.—A.F.X.

Houder (star) *Mr. Plesman*

Plaats *Aruba - Curaçao*

Datum *Oct 14th 1931*

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Prijs per 20 min. Gld. *5.-*

De Aviatoren:
[Signature]

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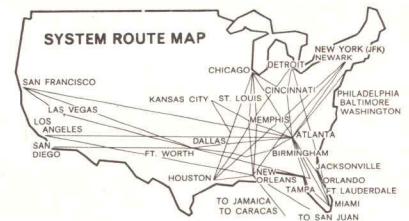
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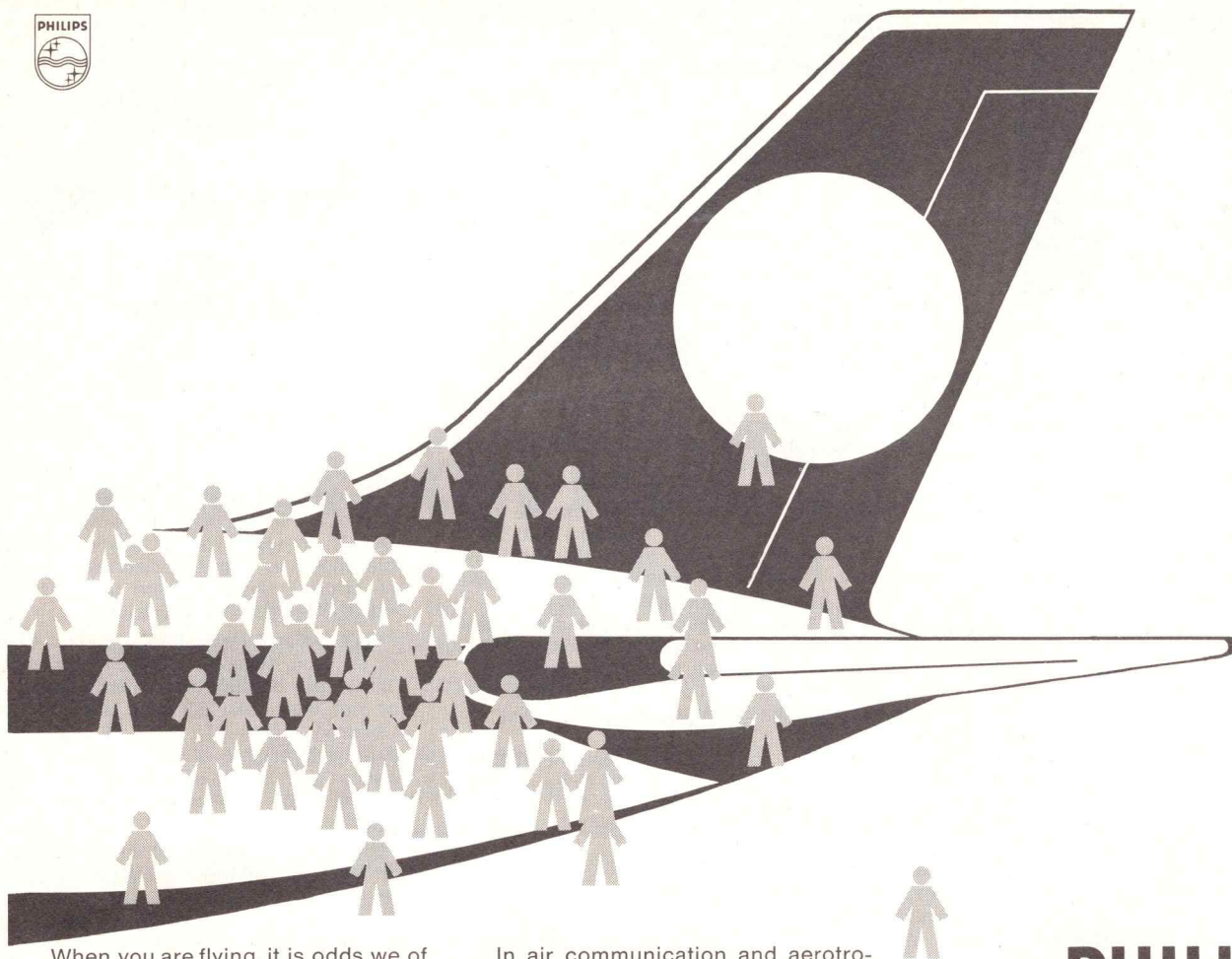
"Discount 50" Fare—50% off First Class or Day Tourist fares, good for 13 to 45 days. Ticket may be purchased outside Continental U.S. or within 30 days after arrival. Children 2 thru 11, 50% off adult fare (minimum \$40). Residents of all countries outside Western Hemisphere are eligible.

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comber restaurant, and lots of calories and carbo-hydrates.

Wives turned up from far afield, some from Northumberland, Durham, Lancashire, etc. The farthest traveller was from Dundee. She said at our table it was quite stupid to travel all that distance to London just for a lunch party — but shouldn't everyone do something stupid



Dutch cheese smile . . .
from Mrs van Haeften

just once in a lifetime? We were all in complete agreement.

There were gifts for the guests, including a specially wrapped gift for all the absent husbands, sent by Mr. van Haeften — “in case they should ever be deserted again”. On unwrapping the parcel back home, neglected husbands found they had been sent a dishcloth!

But it was all an excellent way of promoting goodwill for Holland.

Mrs. S. BUCHANAN
Harpenden, England.

■ After an absence of 10 years and an excellent flight, we landed recently at Schiphol airport. A beautiful building — but why aren't there pushcarts for luggage? We could excuse the lack of porters at 7 a.m., but not the absence of carts.

The duty-free shopping centre was a disappointment: prices of many items were definitely outrageous.

And, Amsterdam . . . Oh what has become of that once so-delightful and beloved city? It is just as picturesque as always, but badly maintained: The signs of decay on the Rembrandtsplein are appalling. The service in restaurants we found extremely “sulky”, and so few seem to have any sophistication about them. We're sorry, but Adieu, Amsterdam.

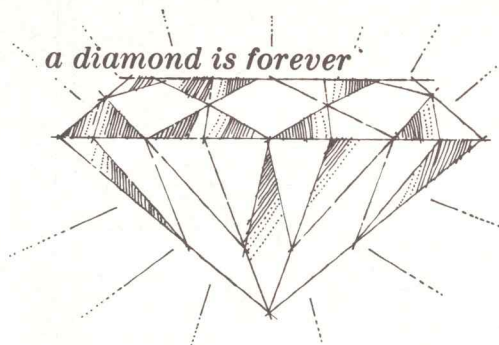
A. H. WOLTERS
Beverly Hills, California.

We're sorry too — that you feel that way. Says Schiphol Airport: “We have carts, 50 of them, and by late summer there will be enough to go round. But we had to redesign them because they weren't heavy enough to operate the automatic doors.” Duty-Free shopping: “Some articles — flowers, food, papers, are not tax-free — and we are trying to make it less confusing.”

Reason for the “decay on the Rembrandtsplein” — a fire which recently destroyed a corner? See below . . .



a diamond is forever

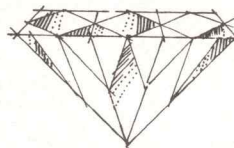


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Happy Anniversary, KLM

United Air Lines is proud to salute KLM, the first major airline in the world to celebrate 50 years of service.

Many KLM passengers fly with us after they reach the United States, which pleases us greatly.

But it isn't surprising.

After all, they're used to the fine service.

fly
the
friendly skies
of
United.



Holland Herald

NEWSMAGAZINE OF THE NETHERLANDS

VOL. 4, NO. 7

CURRENT AFFAIRS

DC-10 wins battle of the big time

■ The three airline partners burned midnight oil discussing the question: Should it be the DC-10 or the L. 1011? Decision was awaited throughout the aviation world, especially at the two plants involved, in European aircraft factories and at the Rolls-Royce engine works in Britain.

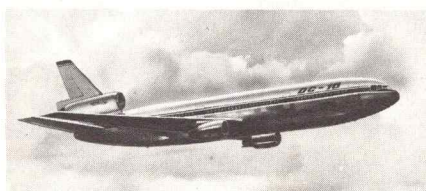
The two planes looked alike, made claims alike and will be built at opposite ends of Los Angeles, California — the DC-10-30 at Douglas's Long Beach plant and the 1011 at Lockheed's headquarters in uptown Burbank.

But *which* aircraft for the KSS group — KLM, SAS and Swissair, with current partners UTA of France? Previously, the decision to buy the KSS Boeing 747 had gone through with hardly a hitch, together with plans for joint servicing, crew training, *et al.* This looked after really long-haul needs from 1971 onwards.

What about the requirements in the mid and late 1970s, when the medium-haul trijets from Douglas and Lockheed made their appearance. The brainstorming went on... May 23 in Copenhagen... June 7 in Paris when the announcement came.

Choice was the Douglas DC-10-30 series which could mean an order for up to 36 aircraft, worth some \$540m., to begin delivery in late 1972. This remarkably big deal was a tremendous boost for McDonnell Douglas, but a nose-dive for Lockheed, Britain's Rolls-Royce and the planned development of the Franco-German A-300-B airbus.

The commercial conflict over the DC-10 and the L. 1011 was reminiscent of the days when Boeing's 707 was competing with Douglas DC-8: the taut days that decide whether enormous test and investment programmes on a new plane will end in triumph or otherwise. No



Look-alike DC 10 (above) and L 1011



longer do orders come in speculative ones and twos. Today, the larger carriers or groups swoop in with multi-million dollar contracts — for example, United with an order for 30 DC-10s and an option on another 30; American for 25 with another 25 on option and Air Holdings of Britain guaranteeing the first 50 overseas sales of L. 1011s.

Medium-sized airlines are, meanwhile, banding together for buying and operating power, like KSS and the Atlas group (Air France, Alitalia, Luft-hansa and Sabena).

As a result, visitors from Holland, Scandinavia and Switzerland have for months been VIP material at both Douglas and Lockheed — “almost killed by kindness,” said one Dutch newsman after being whisked 25 miles by taxi to make sure he didn't miss the rival plant.

Although KLM and Douglas have had a 30-year love affair with Douglas — lasting through all the series from the DC-2 to 10* — the Dutch airline had a pretty strong courtship with Lockheed. KLM operated Europe's first pre-war Super Electra and post-

war Electra 11, the last of which left Schiphol only six months ago in immaculate livery. Other “firsts” were the world's operating Super Constellation and the first standard Connie in Europe.

Decision on the trijet was not, therefore, hampered by past associations but by future requirements of the KSS and UTA partners. Said a KLM announcement after the Paris meeting: “The DC-10-30 is a three-engined aircraft for medium and long-haul service and the KLM version will seat 253 passengers and carry more than 15 tons of cargo.” Swissair will carry out the aircraft maintenance, while KLM will overhaul the General Electric engines.

Although both the DC-10 and the Lockheed were originally designed as medium-haul aircraft using La Guardia and other US “gateway” airports, Douglas soon offered a long-range version and Lockheed salesmen discussed a similar development with the KSS group.

Thus the two aircraft got more and more alike with every passing day. Was it more than coincidence, wasn't there a possibility of industrial looking-over-the-wall when two such firms employ thousands of workers in the same city?

At Douglas and Lockheed the question was laughed wryly off. “It's really very logical that two companies produce a similar plane at the same time,” said a Douglas P.R. man. “Airlines

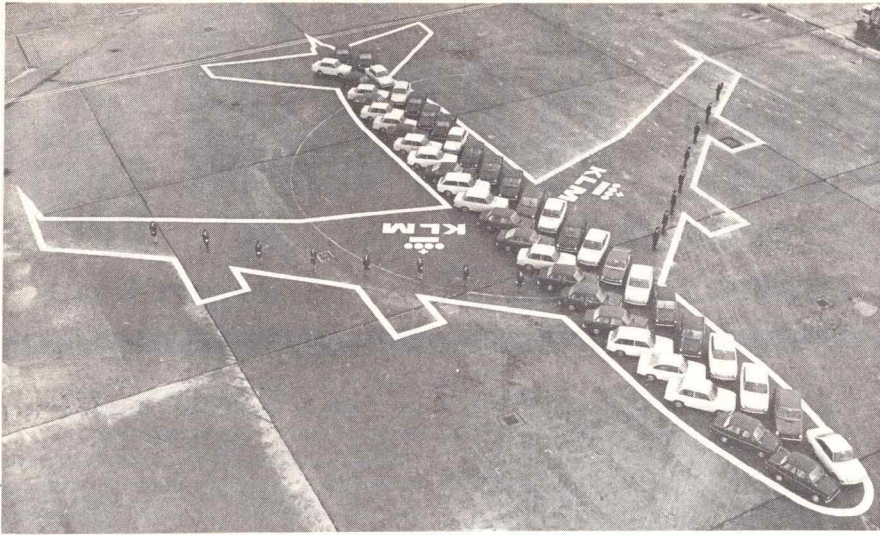
* There was only one DC 1, a prototype built in 1933 and operated by TWA. When sold privately to Viscount Forbes in 1938 it was re-assembled after shipping at Dagenham docks by KLM's British engineers. After Spanish Civil War service, the lone DC 1 crash-landed in Spain in December 1940 and was broken up for scrap. End of the start of something big...

DC 3 would fit into one engine of a DC 10



Right: the DC 1 that got away





■ Take 46 Dutch-made DAF automobiles from the Eindhoven factory, put them on six car transporters and deliver them to the cabin of one Boeing 747. The exercise was carried out at Schiphol Airport by KLM who could not quite visualise the size of the forthcoming monsters of the air. So, with the aid of a couple of painters, a size-for-size diagram of the 747 was put on the runway and "filled" with cars. But there are no plans to fly the jumbo with that load...

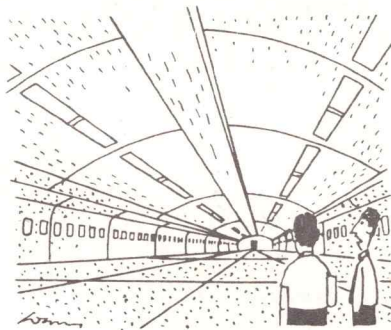
make their wishes known about capacity requirements and range, and design theories are well aired anyway."

Despite the KSS/UTA choice, both aircraft will be in the air in quantity soon — about 1,400 of them by 1980, according to one forecast. How to tell one trijet-twin from the other? Here's a comparison of specifications which points up just how difficult it will be.

(Statistics discussed by KSS group)

DC-10	L 1011
Engines: three, one rear-mounted	Three, one rear-mounted
Version: one domestic, 2 overseas	One domestic, one overseas
Length: 179 ft. 8 ins.	175 ft. domestic 191 ft. 6 ins. overseas
Cabin width: 18 ft. 9 ins.	18 ft. 10 ins.
Wing span: 155 ft. 4 ins	155 ft. 4 ins. domestic 170 ft. overseas
Tail height: 57 ft. 3 ins	55 ft. 4 ins.
Cruising speed: 560 mph	560 mph
Range: domestic 2,125 miles overseas 4,070 miles	2,000 miles 4,250 miles
Passengers: 253-343 (KSS plan 253)	256-345 (KSS plan 280)
Entrance doors: eight — six double	eight — six double
Cargo space: 3,040 cu. ft. domestic 4,560 cu. ft. overseas	2,890 cu. ft. 5,260 cu. ft.
Take-off length: domestic about 8,000 ft. overseas 10,500 ft.	8,300 ft. 10,100 ft.
Orders as of June 1, 1969: 141	181

"BOEING-BOEING-BOEING-BOEING..."



"The economics may be OK but I foresee a lot of trouble with the acoustics"
(from "Inside SAS")

Going Boeing (747)

■ The development of aviation and aircraft has become so rapid in the past few years that planes ordered as little as two years ago are now being replaced almost from the drawing board.

In 1967 KLM ordered three Boeing 747s to take the Dutch airline into the jumbo-jet era. Then, in March this year, it was changed to make a total of six Boeing 747 B's — a developed and slightly heavier version of the original.

The first three of the new version will be delivered in January, April and May 1971, and the others in September and October of the same year.

Meanwhile KLM has also raised its option for the Boeing 2707 Supersonic airliners from three to six, due to be delivered in 1979/80. They will have a speed of some 1,800 mph. and will carry 234 passengers, compared with the Jumbo's 353 at 640 m.p.h.

Profits fly higher

■ KLM celebrated its birthday year by announcing a zooming profit of \$24,836,000 for the year ending March 31. This compares with the 1968 figure of \$17,696,000.

Westward Ho?

■ KLM's long-standing attempts to get landing rights in Chicago have been brought a step nearer. After the Washington visit in May by Dutch Premier Petrus de Jong and Foreign Minister Joseph Luns, the Prime Minister said that his talks with President Nixon had produced "concrete results". Agreement on the landing rights for KLM and Dutch Antillean Airlines (ALM) was reached in principle and talks between the two countries are to start on July 14 to decide the specific terms. "I am very much reassured after all the discussions in the bilateral and multilateral fields," said the Premier. Dr. Luns was confident that agreement will be reached. "After all, we are among the United States' best customers for aircraft."

Currently KLM has landing rights only in New York, Anchorage, and Houston, Texas, while ALM operates between Curaçao and Miami.

The high hat

■ "Some people think that the size of our airline beggars our geographically small country," said Jan Bakker, Holland's Deputy Prime Minister, welcoming the world's airline pilots to a congress in Amsterdam. "But why begrudge a small man a tall hat?"

Holland is indeed a small country, and KLM stands very tall in world aviation. But if the hat seems outsize to the foreign observer, Dutchmen wear it quite happily and speak of *our* airline just as possessively as Bakker did.

The paradox dissolves with a look across the borders of this nation whose geographic area is only a little larger than Wales and much smaller than South Carolina. Take a map and compasses and draw a circle centred on Holland (population 13 million) with a radius representing 375 miles. The circle encloses most of Britain, all of Belgium and Luxembourg, northern France (including Paris and the industrial Lorraine), almost all of Switzerland, West Germany and Denmark — 150 million people in all.

"Holland lies precisely in the heart of the immense population conglomerate of Europe," notes J. J. van Raalte, chief editor of a commerce and transport journal in Rotterdam.

"It lies in a region with enormous economic potential based on highly-developed industries and very intensive trade, supported by a high standard of education. There are other densely populated regions in the world, but

none of them has anything like the same degree of civilisation."

Because of the central location and a lack of natural resources, the Dutch have always been a nation of traders and transporters. Today, increasingly, this means air travel, and in the view of KLM planner Arthur Kruytzer it is "normal" that little Holland has an airline which ranks fourth in the world in international transport.

"KLM's size is more or less directly related," he says, "to the role of The Netherlands in the economy of the world. Holland's share of international trade figures is between four and five per cent, the same share that we have of international air transport."

Other figures show the important role of KLM in the Dutch economy. About 60 per cent of KLM's revenues are earned abroad, equivalent to about four per cent of all Dutch exports. Total income is about 1.5 per cent of Holland's gross national product.

Among the 14,500 employees, two-thirds are in Holland where their skill and wage levels are high by normal industrial standards; many other industries and workers prosper by supplying the airline.

For Holland's flourishing tourism, KLM does much more than just ferry the tourists, and gives financial and other help to tourist promotion campaigns. KLM's investments helped to bring Holland's first two Hilton Hotels to Amsterdam and Rotterdam, and a number of past and current hotel projects have benefited from the airline's financial and organisational aid.

Hello, Nairobi



■ Rein Vogels, 54, KLM vice-president and director of public relations, presents the mayor of Nairobi, Kenya, Coun. Isaac Gathanju, with a book about Amsterdam during his visit to Uganda, Kenya and Tanzania. The inaugural flight by DC-8 from Amsterdam to Entebbe, Nairobi, and Dar es Salaam took place last month. Vogels, whose aim is to bring flying down to earth — "glamour is O.K. for soap but not for airlines" — is a much-travelled practitioner of what he preaches. He has visited every KLM station abroad since he joined the company in June, 1946.



Koster's last stand: official appeal

Over and out

■ While Holland is celebrating its double aviation anniversary, the British are commemorating their own Flying Fiftieth — the first non-stop crossing of the Atlantic by Alcock and Brown in June, 1919. One of the more imaginative events to mark the year was the London *Daily Mail* Transatlantic Air Race between London and New York.

The race — won by a Royal Navy supersonic Phantom fighter in 4hr. 46 min. 57 sec. — yielded the inevitable crop of hard-luck stories. One concerned flying Dutchmen, members of an invited party in a chartered DC-8 of Capitol Airways. Official entrant was Capitol's Amsterdam manager, Michael Koster.

"We made the fastest charter crossing from London to New York — six hours, 17 minutes," said Koster. "But later we found the rules had been changed and Sir Billy Butlin (Britain's holiday camp king) had been placed ahead of us in his executive jet. I made an official protest."

Worse was still to come for Koster. On the return trip he was due to fly by helicopter from the PanAm building to Kennedy Airport. "The weather was so bad we had to fly *under* the river bridges. And then we were refused a landing at Kennedy, so we had to return and make the trip by car. We were very late but, despite everything, I really enjoyed the race. It was fun."

IATA comes home

■ For the second time since 1945, the International Air Transport Association (IATA) is coming "home" — to Holland. Next October the 25th annual meeting of the world civil aviation authority will be held in Amsterdam, not accidentally to coincide with the KLM and Fokker 50th birthdays.

IATA itself will be celebrating

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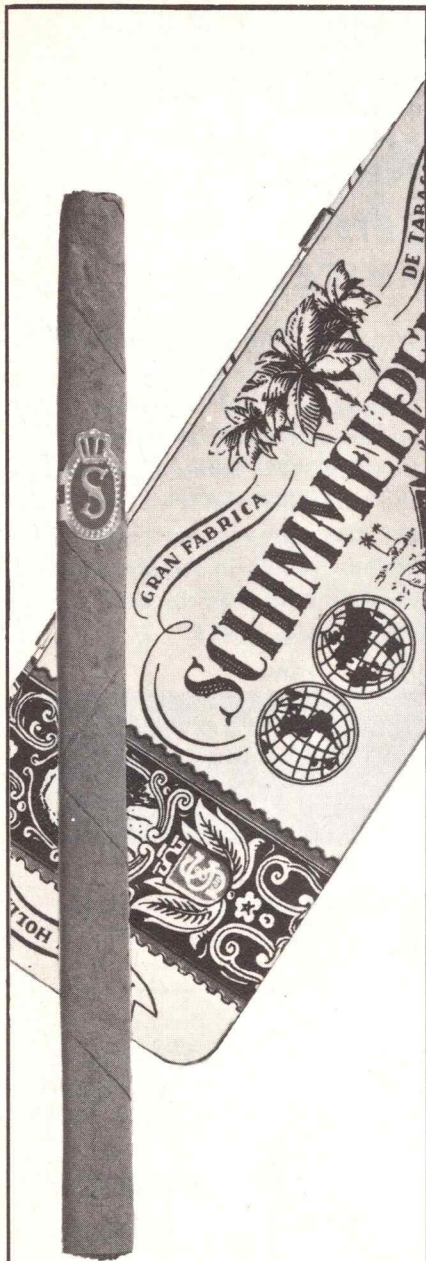
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its golden jubilee, although in a different form. Back in 1919, the president of the British Air Travel and Transport Ltd, Mr. Holt Thomas, got the idea to form an international body of civil airlines. In August of that same year a conference was called in The Hague and attended by delegates from Britain, Germany, Denmark, Sweden and Holland. One of the Dutch delegates was Mr. I. L. van den Berch van Heemstede, who was appointed IATA's first secretary general — a post which he held until 1939.

The Netherlands and KLM have always maintained an active interest in this world organisation and the International Civil Aviation Organisation (ICAO), both headquartered in Montreal. Proof of this is that at the October meeting KLM president Dr. van der Wal will be installed as the IATA president for 1969/70.

In 1945, after the last war, IATA's role was slightly changed to meet with requirements from the United Nations based ICAO. The leaders in civil aviation paid their first return visit to Holland in 1949, when the annual meeting was held in The Hague's Peace Palace.

Then, at the Manila conference in 1967, the Dutch Government and the then Burgomaster of Amsterdam invited IATA to hold its 1969 meeting in Amsterdam's RAI congress centre, to coincide with the national "double fifty". Secretary-General Knut Hammar skjöld put the invitation to the conference and it was accepted.

As a result, more than 800 delegates, including some 350 wives, will be the guests of KLM as the host airline who will also be responsible for the physical planning of the accommodation and organisation of the conference.

The agenda for the four-day meeting is likely to be wide in its scope but the deliberations will have a direct effect on air travel for the future. But the past will, undoubtedly, have a considerable influence on this celebratory meeting of a body which was Dutch-born.

Celluloid seller

■ Columbus could have used a well-informed travel agent, and Napoleon wouldn't have had to retreat from Moscow if he'd booked a room early. With amusing historical twists and some superb animated cartoons by Britons Peter See and George Jackson, KLM is selling travel to the travel agents all over the world.

Says Bruno Muller, 50, KLM Sales promotion manager: "It is a live show called *Partners in Progress*, where we have used both animated cartoons and people to get the message over. It tells the agent about the problems of ticketing, passenger-handling, etc., and then shows him how KLM is trying to simplify the procedure and how he can



Napoleon's moral: first book a room

contribute — hence the *Partners* idea.

"It tells him what kind of people fly, and touches on the new market — 'combined-interest passengers: groups of, say, kite-flyers, who get reduced group-rates on scheduled airlines. He can go down the local phone book and get these clubs interested in flying with us. And another new brand of passenger is the politician, who can make 10 speeches a day all over the world, if he must!"

The miming "commentators" to the show, who fit themselves into filmed spotlights, are KLM stewardess Margaret Bonkes, 24, and purser Willem Pieters, 44. The "voices-over" are in four languages: English, French, German and Spanish.

Partners in Progress, 40 minutes long, was made for KLM by Rank Organisation short films group in Britain. Directed by Jeff Inman, and shot in Tokyo, Rome, Beirut, Bangkok, New York and Curaçao, it will be shown from October to April.

Getting together



Now — forward in Fellowship

■ Holland's Fokker aircraft company and a German counterpart, *Vereinigte Flugtechnische Werke* of Bremen, have effected a *de facto* merger for joint aviation production and aerospace development. Though a complete merger is prevented by the lack of uniform corporate law in the two countries, the companies are integrated economically

and in top management. Effective date for the union was made retroactive to the first day of this year.

Each company contributed half of the capital — more than \$25m. — for a new holding company based in Düsseldorf. Boards of directors and management of the new firm, *Zentralgesellschaft V.F.W. - Fokker m.b.H.* consist equally of Dutch and German members.

Cooperation between Fokker and V.F.W. dates back to 1960. They have shared work on Fokker's F.28 *Fellowship* jet, the VFW-614 jet and both participated in the North Group of companies that produced 350 jet *Starfighters*.

The ground work

■ While KLM and Fokker celebrate their 50th birthdays this year, those "in the know" realise that without the birth of another organisation, a little before them, the Dutch aviation industry would not have got off the ground so quickly.

In April 5, 1919, in a severe brick building in the then Navy Yard at Amsterdam Harbour the National Aerospace Laboratory (NLR) first began operations. Known then as the Service for Aeronautical Research, it had been planned two years earlier when the Government decided to increase the size of the air force and to set up a national aircraft industry.

"First to start building airplanes in Holland were the Spijker automobile factory and the weighing scales firm of Van Berkel in Rotterdam," says the NLR scientific and technical information officer Herman A. Stolk. "Soon after the war, interest in military use of aircraft diminished, but this was offset by the birth of civil air transportation, leading to the formation of KLM by the late Dr. Albert Plesman."

Then Fokker and Koolhoven started making aircraft which led the Laboratory to be responsible for the issue of airworthiness certificates for aircraft and aircraft engines. The 20s and 30s saw much pioneering research and development within the NLR which, in 1937, was transferred from Government administration to a private foundation.

"Though the Laboratory survived the last war without great damage, contact with aircraft development and aviation was almost completely lost during those years. It soon became clear that tremendous progress had been made in the aeronautical field and that wide gaps in knowledge and equipment had to be bridged," says Stolk.

The Dutch Government was quick to realise this in 1946 — when it set up the Aircraft Development Board to re-establish the aviation industry in The Netherlands. In addition to flight testing equipment, the NLR has built, in the past 20 years, two of Europe's most advanced wind tunnels at the



Eyebrow-raiser

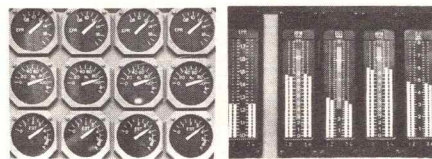
■ When the sleek, needle-nosed airliner was wheeled out on the tarmac at Moscow's Sheremeyevo Airport, among the eyebrows raised in admiration were those of the KLM delegation who were seeing the Tu-144 supersonic airliner for the first time.

Although KLM has orders for six Boeing 2707's to be delivered in 1978/79, "we are still interested in all aspects of supersonic flight, including the Russian aircraft and the Anglo-French *Concorde*," says a KLM spokesman.

Amsterdam Laboratory — one for transonic and one for supersonic research work.

Among the aircraft tested in the tunnels have been the Fokker *Friendship* and *Fellowship* and the Anglo-French *Concorde* jetliner. But the NLR, while doing research development work for civil and military aircraft, also kept an eye on the rapid advancement of space flight, with the result that, in 1961, its title was changed to include the word aerospace.

"We do work under contract for firms in most European countries, as



Up and down or round about?

well as Dutch companies and Government departments," explains Stolk.

One of the more recent tasks undertaken for KLM by the Laboratory

concerned the instrument panel of the ordered Boeing 747 jumbo-jet due to go into service with the Dutch airline in 1971. NLR experts chose 12 KLM captains to investigate which was the more easily read — round dials or vertical strips. The verticals won — and, as a result, KLM's Boeings will be fitted with vertical instruments.

In space research, NLR is co-operating in the exchange of information in the ELDO European rocket launcher development. This work is carried out mainly at the NLR "branch offices" on the North East Polder and on the northern island of Texel.

Of the future, Stolk says: "Within the limits of its means, NLR will have to prepare itself for making a contribution to the growing reservoir of knowledge and the solution of problems in the vast domain of aerospace."

The pilots' pilot

■ When an Israeli airliner and its crew became political hostages in Algeria, the man on the scene was Captain Jan Bartelski, KLM pilot and president of the International Federation of Air Line Pilots' Associations (IFALPA).

As spokesman for nearly every pilot in the Western world, he confronted the responsible political authorities with a stark choice: immediate and unconditional release of the plane and crew, or a last-resort pilots' boycott that would virtually end air traffic to and from the country.

The ultimatum received at least part of the credit for the release, in a dramatic expression of IFALPA's willingness and ability to enhance safety of the airways. IFALPA, whose 54 member associations represent 44,000 commercial airline pilots, has worked more quietly but effectively for 21 years on behalf of safety — ensuring high standards on landing conditions and main-

tenance, promoting advances and expertise in aviation technology.

Bartelski, a Polish native and wartime RAF veteran who has accumulated 18,000 flying hours, recently concluded two terms as IFALPA president. When governments cause abuse as in Algeria or tolerate it as in the Cuban reception of hi-jackers, he believes, "they are playing with fire. International law can't do much about it, but IFALPA can."

Pull-out pay-out

■ For more than 150 KLM employees June 28, 1968, holds vivid memories. That night they fought a raging fire which badly damaged No. 10 hangar at Schiphol airport. But just a few weeks ago they had a more pleasant reminder when Lloyd's of London paid them each a reward of \$140 for their part in pulling seven aircraft out of the flames.

KLM had already rewarded the personnel, but Lloyd's were so impressed with the men's action that they paid out an extra amount.

Two of the fire-fighters — supervisor Steffen Timp and tractor driver Franciscus van Dorst — represented their colleagues at the famed insurance company's London headquarters where they were greeted by Lloyd's chairman Mr. H. S. Mance, who handed over the reward cheque.

Post-a-plane

■ A series of stamps has been issued to commemorate the 50th birthdays of the Royal Dutch Aviation Society, KLM Royal Dutch Airlines, and Fokker Aircraft.

Left: in yellow-green, green and black, value 20 cents, a Fokker FII flying with a modern Fokker F28 Fellowship. Right: in dark and light



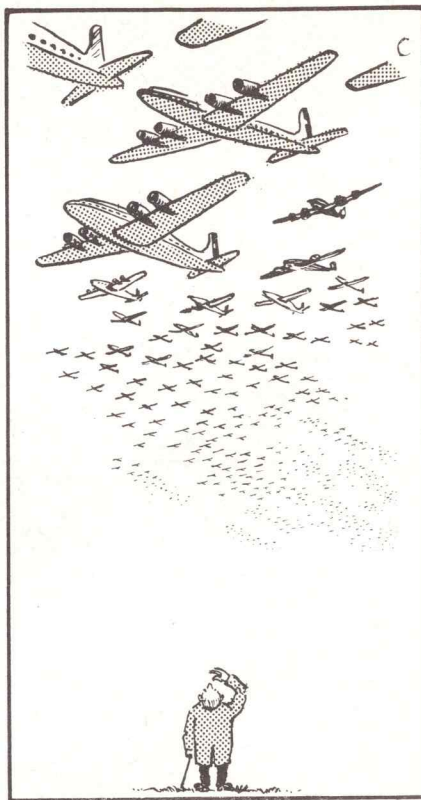
Flying philately finds

blues and black, value 45 cents, an old De Havilland DH-9 and a modern Douglas DC-9. Designed by Will van Sambeek, an Amsterdam artist, they are already collectors' items — having been issued for only one month.

Says a Post Office spokesman: "We have no plans to reissue them, but philatelists can still find them."

Fans in flight

■ Like so many thousand migratory birds, sports-conscious Dutchmen flock north or south, depending on the season, to events ranging from skiing in Scandinavia to the all-important European Cup soccer final between Amster-



G. Dekker, De Telegraaf, Amsterdam

dam's Ajax team and A.C. Milan in Madrid.

To watch the hopeful Ajax (they lost 4-1) the Dutch charter companies pulled out all the stops in a section of aviation that has grown rapidly in The Netherlands. Martin Air Charter (MAC), for instance, carried almost 2,000 eager fans in its DC-8 and 9s. Almost as many travelled in Transavia Holland's aircraft, while KLM itself operated 12 fully-booked DC-9 flights for the game.

Although the Dutch charter companies pay their way through the winter with all-important freight flights, they really get busy in the summer and early Fall when the Dutch go vacation sun-searching.

Irony point: When the Milan team travelled to Manchester, England, for the semi-final against Manchester United, they went Dutch... in a KLM charter DC-9 called City of Brussels. Milan won but, if they had drawn, the replay game would have been in... Brussels.

Over the sky to sea

■ For centuries ship's pilots have had to climb up a ladder from a small, bobbing craft to the deck of the ship they must guide into harbour. But future plans for Amsterdam Harbour Authority will require pilots to climb down — from a KLM helicopter.

Recent tests, organised by the Ore Transhipment Company Amsterdam, proved the time and money-saving prospects of 'coptering pilots to ships waiting to enter either Rotterdam or the

North Sea Canal to Amsterdam. Says the company's manager, Bert Koning: "The tests proved a great success and we are just waiting for a few minor details to be settled before we start the service with KLM helicopters".

Golden s-wings

■ Fiftieth birthday present to KLM from Holland Herald is a record. Unbreakable, of course, but an appropriate gift for an airline which has broken so many flight records in the past.

Written and composed by Marian de Garriga, HH management assistant and a freelance TV-jingle writer in her own right, it has been arranged by Bert Paige, 49, who arranges many top Dutch pop songs and ballads.

Says Marian: "On the A side is *Come Fly On My Golden Wings*, a kind of tribute to flight, in classical beat style. On the flipside, *Surprising Amsterdam*, an atmospheric piece about the city, sung ballad-style by Dick Rienstra, whose voice is a cross between Tom Jones and Engelbert Humperdinck."

Paige, who also arranged Holland's joint Eurovision Song Contest winner, *The Troubadour*, has been a musician for 34 years, and an arranger for 27 of them. "At heart I'm a trumpeter, but I started playing piano at the age of 15, so I have the kind of versatile musical background that's essential to an arranger. I chose ballad-style for the Amsterdam song because it's my fa-



Record-makers Marian, Bert, Hans

vourite and extremely popular in Holland and Europe just now."

Recorded at Philips studios in Hilversum, sound engineer for the "golden" disc was Gerard Beckers.

The sleeve is also in appropriately celestial blue and white. Designer Hans Roebbers, 27, is well-known to art-loving airline passengers, for his works are on show in the Schiphol Art Gallery. One Canadian art collector rates Roebbers with Karel Appel as one of Holland's most accomplished painters.

HOLLAND HERALD will not appear next month. This double-size, special Golden Jubilee number will be given a two-month readership exposure instead. Current subscriptions will be extended for a month.

THEN AND NOW: HOW TIME FLIES



Then: the Airco DH 16

May 17, 1920

11.00 hours: Scheduled take-off from Croydon. With no plane of its own, KLM charters from Aircraft Travel and Transport of Britain.

Plane: De Havilland "Airco" DH 16 identification G-EALU, ex-World War I bomber developed from famous DH 4 and DH 9. Rolls-Royce 320 hp Eagle engine.

Capacity: One pilot and four passengers, who huddle in covered cabin behind pilot, two abreast facing each other. Unable to talk above engine noise, they scribble notes to communicate.

History: G-EALU has recently been on pioneering charter trips to Paris, force-landing frequently in bad weather or when short of petrol, etc. It has also been on joyride duties at Croydon, London's main airport.

Equipment: Compass, oil pressure gauge, airspeed indicator, "bubble" level indicator, two switches for engine. No radio. All approaches and most navigation by visual means, pilot looking over the side, following rail tracks, noting big fields in case of forced landings, etc.

Load on this flight: Two London journalists, E. O'Brien and H. Rhodes, some bundles of London morning newspapers and a message to the Burgomaster of Amsterdam.

Crew: H. "Jerry" Shaw aged 27, pilot for eight years. First flight 1912 Manchester Racecourse in Bleriot plane. Then Graham-White boxkite, seated on leading edge of bottom wing. All types of planes World War I. Force-landed many times, once mid-Brussels on army parade ground, once blind at night at Biggin Hill, 10 yards from crowded officers' mess. Another time on crest of wave alongside a tramp steamer in gale-swept Channel with lone passenger wearing only a bowler hat ("as a crash helmet") and stripped down to underclothes, ready to swim



Jerry Shaw:
Touch-down on
crest of wave



Now: the Super DC-9-33

April 30, 1969

11.00 hours: Scheduled take-off from London Airport as flight KL 124. This is one of 15 daily return flights Amsterdam-London-Amsterdam operated jointly with BEA. Second busiest route in Europe after London-Paris.

Plane: Douglas Super DC-9-33 "City of Vienna". Two Pratt and Whitney fanjets, rear-mounted, each developing 14,000 lb. take-off thrust.

Capacity: Five crew plus eight Royal Class and 87 economy class passengers, total 100. Rear engines mean minimum noise. Plane fully pressurised. Seats: Burns "Airest I" with cutaway backs for maximum leg-room.

History: "City of Vienna" is a new quick-change DC-9 converted into a freighter at nights. Earlier today, after night duty, seats were replaced and it left Schiphol as KL 119 at 08.45 carrying 95 passengers to London.

Equipment: Hundreds of switches and dials, most of them duplicated for second pilot. Complete fail-safe system, every operation with stand-by cut-in if original fails. Double VHF radio, weather radar, double VOR/DME navigation equipment, double Automatic Direction Finding, full Category 2 landing equipment allows approaches and landings with cloud base down to 100 ft. and with only 400 metres forward visibility.

Load on this flight: 94 passengers, 1,805 kgs. of freight, 18 kgs. of mail, take-off weight 44,000 lb.

Crew: Captain Henk Amorison aged 50. One of new generation of no-risk, almost paternal, flyers. Technical know-how combined with calm, logical outlook. Flying for KLM 21 years. Began on Dakotas; now one of most experienced pilots on European routes. After flight today he will be in overalls in his Aalsmeer nursery garden; hopes to become professional orchid grower on retirement in five years. Second pilot Andre de Jong, 36. Even after 12 years, all jets, with KLM, following six years in Air Force, he's still piling up experience to become KLM



Henk Amorison:
The no-risk,
paternal flyer

for it. On Paris flight in 100 mph gale, Shaw credited with "piece of bad weather flying never excelled."

Weather: Poor, clouds at 400ft. Wind strong, westerly.

11.00: Prepare for take-off.

11.01: Immediate take-off from near-deserted field, east-west on grass. Take-off speed 60-65 mph. Cleared Croydon houses and trees on nearby North Downs by only 100 ft.

Height: Never more than 500 ft. Usually 300 ft. to keep below the clouds and allow for visual navigation.

Route: Over rail line to Tonbridge and Ashford, then coast to Folkestone. Speed 140 mph, thanks to following 40 mph wind. G-EALU took off 13 minutes before "City of Vienna" but would already have been overtaken by the DC9 if on an identical course.

Distance to English coast: 70 miles.

Flying time: 35 minutes.

Sea route: Jerry Shaw follows line of Folkestone's breakwater, which he knows points straight at Cap Gris Nez.

Regulations demand he leave coast between Dover and Dungeness, arriving between Calais and Etaples — the only signalling points where a plane can be tracked or reported missing over the sea.

Distance over Channel: 35 miles.

Time over water: 20 minutes.

Route now: Along Belgian coast, 100 ft. out to sea, only 200 ft. up because of bad weather. "Excellent opportunity to observe chalets of every hue and design which adorn the dunes," recorded Shaw. Town of Middelburg "always a joy to look down upon". Then flew "low over the heads of cattle to the outskirts of Rotterdam, hoping clouds would not descend any lower. Eventually I recognised the field which is now part of Schiphol, and our destination." Quick throttle down. No descent procedure.

Final approach: "After one circuit of the field to check the wind sock we alighted, to be greeted by Dr. Plesman and a small crowd of other enthusiasts... there was no sense of feeling that this quite ordinary flight was the start of anything important," Shaw wrote later.

Touchdown: 13.15 hours.

Total distance: 270 miles.

Flying time: 135 minutes.

skipper. Purser Dik van Rijsinge; steward Bas van der Zwaan; stewardess Marguerite Appel.

Weather: Good, sunny, scattered cloud. Wind five knots.

11.00: Prepare for take-off. Pilots read off 41-point "Before Starting Engines" checklist.

11.01: Engines started up. Pilots check four-point "Before Taxi-ing" list. Taxi to 2,700-yard Runway 28 Right, delay while held behind a Viscount, two Tridents and a Boeing 707. Pilots check 18-point "During Taxi-ing" list.

11.14: Take-off at 145 mph, north-westerly.

Height: 5,000 ft. within three minutes of take-off; held at this altitude by Air Traffic Control. Pilots check 11-point "After Take-off" list.

Route: Exit turns made over Burnham, Watford and Clacton navigation points.

11.19: On to automatic pilot at 10,000 ft. Plane flattens out minutes later as 21,000 ft. ceiling. Speed 530 mph.

Distance to English coast: 69 miles.

Flying time: 13 minutes.

Sea route. Capt. Amorison takes airplane Red FIR after Clacton. In mid-North Sea he is passed from Clacton radio to

Amsterdam radar, Schiphol. Pilots check seven-point "Before Descent" list. Plane is at 21,000 ft. ceiling for only nine minutes before beginning long descent procedure at 11.37.

Distance over North Sea: 152 miles.

Time over water: 20 minutes.

Route now: Radio instruction to land Runway 19 Right, from north. Pilots check 14-point "Before Landing Initial" list as plane descends towards Dutch coast at eight miles a minute. Passes over Noordwijk at 11.48, banks south over Spijkerboor control, then holds on instruction at 7,000 ft. because of other planes landing.

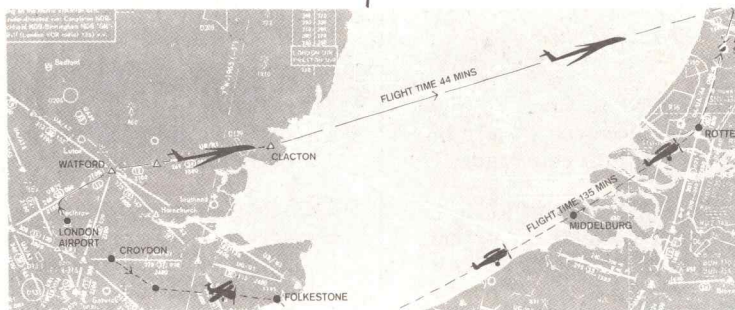
11.55: Wheels down. Floating at 800 ft. and 130 mph. Haze ahead, temporarily obscuring Schiphol.

Final approach: Pilots check 4-point. "Before Landing Final" list. Haze clears and plane, radio-guided, is dead in line with Runway 19R. After touchdown, long taxi procedure over bridge spanning Amsterdam-Hague highway to arrival Gate B.24.

Touchdown: 11.58 hours.

Total distance: 260 miles.

Flying time: 44 minutes.



From official airline chart: Shaw's route (below) and Amorison's

TAILPIECE: The much-admired little DH 16 stayed overnight at Schiphol, flew off next day with an additional passenger, Dutch journalist Maarten van den Biggelaar.

The DC-9 became flight KL 245 at 13.10 hours and flew to Frankfurt with 33 passengers. At 15.00 hours it was KL 246 back to Amsterdam with 53 passengers. At 17.00 hours it was KL 135 to London with 91 passengers and it returned to Amsterdam at 19.15 as KL 140 with 95 passengers — before beginning its nightly freight-carrying routine all over again.



After language and regulation learning: graduation to service-with-a-Hansje-smile



HANSJE BREEZES INTO THE AIR

■ If first impressions really do last, visitors to the Holland Herald offices a few months ago must remember a pert receptionist, blonde, blue-eyed, effervescent and all smiles: Hansje van Kasbergen.

Now little Hansje (pronounced Hansha) from HH has fulfilled a girlhood dream — she's pinned a KLM wing emblem onto a dark-blue uniform and become an air stewardess.

The transition was short and busy as 24-year-old Hansje and 40 other stewardess candidates were trained intensively by KLM. But in a way she had been preparing for quite a while for the task of serving many passengers from many nations. The girl from Hilversum has spent parts of her life working in England, Belgium and Spain. She speaks five languages — English, French, Spanish, German and Dutch.

So language-learning, an important part of stewardess training, was a breeze for Hansje. Some other matters were new: "We learned all about countries and their history and culture and customs," she explains, "with details like where Hindus live, and what Mos-

lems don't eat, and how to bow to a Japanese instead of shaking hands. We learned about the wine-growing regions and how to read a wine label, and how to identify the seven kinds of cheese served in flight. And currency exchanges — when an American buys cigarettes on board and wants English change from his ten-dollar bill, oh boy! Of course, we're told all we need to know about things like flight safety, customs regulations and preparing meals."

Since earning her wings, Hansje has had the chance to indulge her love for travel on KLM's routes all over Europe.

What else does she like about her work? "Everything. The people in the plane. I love to meet foreign people of all kinds. It's even more fun since I don't spend so much time now in the pantry making meals and mixing drinks, because I like to stay with the passengers and do all the special stewardess things like distributing magazines and fetching pillows. I've had very nice passengers. They tell me KLM's service is the best there is, and I must confess that's really nice to hear."

Eyelashes, yes - but not in the coffee

■ Elegant, 29-year-old Trudi Marcusse is more than KLM's chief stewardess. She is a kind of universal older sister to 360 girls and, because she flew four years herself, understands most of their problems first hand — "anything from difficult boyfriends to sudden, urgent desires to fly to Rio."

Blonde hair still neatly at regulation above-collar length, she no longer wears uniform, though she takes an active interest in the image of the air stewardesses.

"KLM uniforms have always looked smart," she says, "but I feel efficiency isn't the only thing passengers want, and that perhaps we could now introduce something more feminine."

In that direction, the airline has recently added an extra, feminine touch, with silk *casques*, worn over the skirt and blouse and used for serving in Royal Class; and Far East-bound passengers will be seeing Thai and Japanese girls wearing oriental versions in pretty, zinging colours.

Once a stewardess gets her dark blue uniform, there are few regulations: "If she has good legs, the skirt can be short as she likes — within reason. Most choose two inches above the knee because that's less revealing when bending over the seats. Hair must be above-collar length, but dyeing, tinting and false pieces are allowed."

During training, the girls can get home hair-styling lessons and make-up classes: "They may wear false eyelashes if they're put on properly, but we don't want them in the coffee!"

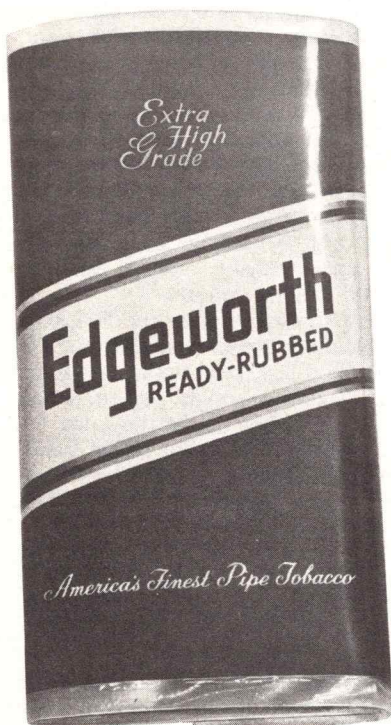
Thousands of would-be stewardesses apply to KLM every year, but only one in 10 gets to see Trudi Marcusse on the final selection committee. "I have 10 minutes to assess face, grooming and personality. Most girls fall down on the latter, but I have to see whether rudeness is basically shyness or a real trait."

Why do they want the job? "Answers are so vague. Most think it's glamorous,

Trudi: the ten-minute tester



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1939

1947

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1962

despite the hard work. They like to travel — and probably think they might meet a nice passenger!”

Yesterday's airstyles . . .

■ As one of KLM's first air stewardesses, 58-year-old Riet Kremer (centre picture) has seen many changes in air-styles — and worn many too. She recalls the “schoolgirl” hats and tantalising five-inches-below-the-knee skirts, which added a glamorous extra to flights in the 30s — “when we were treated like ladies,” she jokes. “We were even third in seniority. Not like when Trix Terwindt [a Dutch war heroine] and I returned after the war. They may have given us new light blue

uniforms and a forage cap, but we were back to just girls!”

Riet, who flew till she was 50 — today's limit is 31 — quite likes the later uniform fashions, which began to resemble today's when the girls got dark blue uniforms in 1958. They were topped in 1962 with “businessmen's bowlers”. But Riet's big regret about today's travel is — the lack of time. “There just isn't a chance to talk to passengers and play with the children like we used to do when it took 24 hours to New York.”

But still she wouldn't mind flying even today, though she enjoys her part-time job in KLM's personnel office at Schiphol East.

But no split peas for the pioneers

■ Sound advice to air travellers: Keep away from the propeller and tell your fellow passengers to do the same; Don't hang over the sides or bother the pilot; Don't stick arms or head suddenly overboard — you could lose your hat; Don't throw things overboard; Refrain from alcohol several hours before a flight and don't eat split peas, beans, brown bread or any food which could cause excessive gas in the intestines; Visit the powder room before embarking.

These instructions were published in a special handbook in 1923 — and now to be published again, as part of a documentary on the history of KLM from 1910—1960. Entitled *Vlucht KL 50* (Flight KL 50) and compiled by anthologist Leonard de Vries, 49, the book contains a wealth of interesting material, including photos, newspaper clippings, letters and posters.

“It took me over six months to go through thousands of clippings and material,” says de Vries. “I had enough to make several books.” To be published in mid-August, *Vlucht KL 50* is being printed by Meyer Pers. The publishers are the Albert Heijn supermarket chain which plans to make the book available at a popular price. In



Taking off for de Vrieses: KL50

addition, KLM is taking 10,000 copies as gifts for personnel.

Not just a history book, de Vries' anthology has uncovered a good deal of previously unpublicised fact. There's a letter from Plesman revealing a quarrel between KLM and Fokker Aircraft. And some amusing information about Plesman himself who, in those days, “personally shook the passenger's hand and wished them a good flight, at the same time handing over leather jackets,



... and tomorrow's?

THIS is how the super-jet stewardesses see themselves in the 70's. The design by Bea van der Steen, 27, shows short-sleeved dress in lightweight wool, with matching jacket, to suit any figure and height. "We can't be hip, but this is both practical and elegant," she explains.

cotton for earplugs, chewing gum, eau de cologne, air sickness pills, blankets and hot water bottles."

In a 1921 clipping from the *Nieuw Rotterdamse Courant*, passengers are referred to as the "courageous ones". The paper goes on to say that, if it had rained hard, and the field at Schiphol was muddy, it was necessary to call in a few sturdy gentlemen to carry the passengers to the plane.

"On the Holland-England run it was easy going once the channel had been crossed. Then it was merely a matter of following the railway Dover-London. But once in a heavy head wind, with the pilot going just alongside the tracks, a passenger noticed that the train was going faster than the plane and he complained to management. After that, the pilot was given strict instructions to fly always directly over the rails — so that passengers would not be able to see the trains."

Take a... Miss Smith

■ "Return ticket to Amsterdam, please," requests textiles exporter John J. Jones at KLM reservations desk, London Heathrow Airport. "And a secretary who can type letters in French and Italian, to meet me at the airport."

Wishful thinker or merry prankster? Neither. It is, in fact, that easy for the

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And in a matter of minutes, you're off and about Paris on matters of business. With Avis' spacious and smooth-running Simcas (and the time you saved by flying) at your disposal.

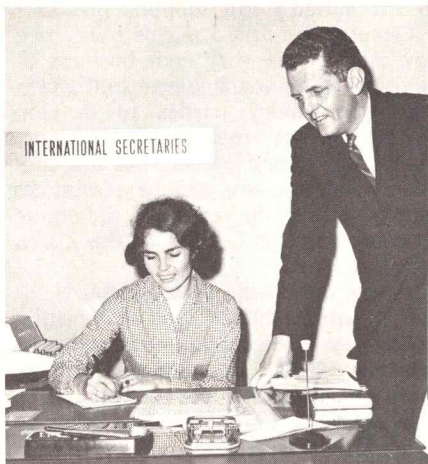
Which is an excellent situation for a businessman.

Because when you spend your time making money, the last thing you want to do is waste your time.

Avis Rent a Car wants you to fly.



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Rent-a-secretary — languages extra

business visitor to Holland to get a secretary — at the airport, or in any town in Western Holland, in any of 12 languages, seven days a week.

It's done through International Secretaries, the firm founded in Holland three years ago as the first service of its kind in the world. For a basic fee of about \$5 per hour, the businessman can get expert, highly-specialised secretarial services; and the fee goes down for jobs of a day or more. Additional services, such as duplication of documents, are charged as appropriate.

In addition, says managing director Alex Philipse, the firm is planning at Amsterdam's Schiphol Airport a permanent installation which will offer the use of many types of business machines to commercial travellers. And, as a sideline, International Secretaries also locates multi-lingual secretaries for foreign companies who want to 'import' them.

The secretarial services can be reserved without cost at any KLM office in the world, or at the Hilton hotels in Amsterdam, Rotterdam and Brussels, or by direct post, telegraph or telex to the head office in Rotterdam Hilton.

Parker's jet set

■ This October, thousands of KLM employees will be signing their good wishes to the company with a flourish and a special commemorative Parker pen.

Says Evert Terwee, 44, sales director of Parker Service NV, the American firm's Dutch branch: "KLM asked us to think up a really attractive presentation for employees all over the world. So we chose this pen and propelling pencil set in shiny black with rolled gold caps. Inscribed on them in gold are the KLM crown and the years 1919—1969".

So enthusiastically were the prototype sets received that employees can have a choice of a \$14 bonus and \$2 for each year's service with KLM or a pen-set worth \$23.

Flying tonight... Pang Pang Chee

■ In the early days of flying, the in-trepid passenger, wedged in an open cockpit, was lucky to get anything more warming than a hot-water bottle and leather coat. Later, travellers on the Amsterdam-Jakarta runs happily ate oil-soaked sandwiches, served by the flight engineer who didn't have much time for washing before operation bread-cut.

Regular clean-handed stewards were introduced in 1932. Armed with picnic hampers and aluminium bottles containing Dutch gin, they served soup, chicken and fruit *compôte* for which short-haul passengers paid a small fee.

Occasionally passengers brought their own food — and pans to cook it in. Mecca-bound pilgrims often climbed on board at Karachi and set up camp in the gangway. Perhaps providing the initial impetus for KLM's present-day menus, prepared in the Schiphol kitchens, and appealing to every taste.

Recently the airline became a member of the exclusive French *Confrérie de la Chaîne des Rôtisseurs* (experts in cooking meat). The 60 staff chefs get plenty of practice in everything from *kosher* to vegetarian dishes: in one year they produce for 6,000 passengers a day 340,000 *hors d'oeuvres* and snacks, 710,000 main courses, 800,000 sandwiches and 350,000 cakes and pastries. For Far Eastern routes they can make *kazunokos* or *sushis* like a Japanese, or *Pang Pang Chee* chicken in the Chinese way.

KLM chefs are regular entrants to international cookery exhibitions — "and they win the prizes, too," says Kleis van de Griend, 55-year-old head of catering. "It keeps them sauce-sharp with new recipes from all over the world." Supply-source is newly-landed chefs from big shipping companies who have chosen between a bride and the sea — "They're our most faithful employees, though head chef Gerrit Krielaard has been with us for 24 years" — and increased variety in dishes has meant they can take on trainees from hotel schools.

Two American cookery journalists, Mimi Sheraton and Poppy Cannon, were so impressed by their Royal Class meals served on the New York-Amsterdam flight, that they asked to see round KLM's kitchens. Not even a Texan could fail to be impressed by the 80-steaks-at-once frying pan or the 25-gallon soup cauldron.

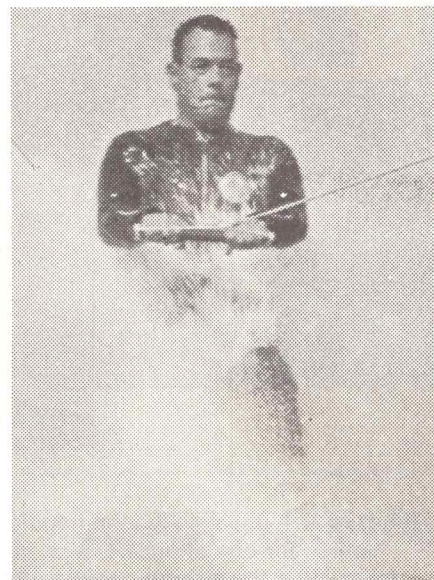
The hot kitchen, with its 18 foot-long gas range, is the centre of operation cuisine. Round it are the sandwich, cold buffet, coffee (over 50,000 gallons annually) kitchens and the pastry bakery with nine ovens. Four kinds of meals, of four to seven courses, are prepared here: Cold and hot

dishes served immediately after take-off with no reheating make two; warm-up and deep-freeze meals for long flights account for the other two.

Keeping 130 passengers on a Super DC-8 gastronomically happy — especially as most have been too keyed-up to eat before the flight — is difficult: They can be critical because there's nothing else to do but eat, sleep and read. So the chefs, as well as providing the right dietetic content to the meals, make them look attractive too.

Though they can't do much about time-lag problems: an early morning Amsterdam - New York - Los Angeles charter flight gives *four* breakfasts.

Barefoot skipilot



■ When he is not piloting a DC-8, KLM Captain Charles Ramsey likes to indulge in his favourite sport — water skiing... in his bare feet.

So expert is this 52-year-old Briton at skiing with a difference that this year he became British "barefoot" champion for the second time running. "The most difficult part is the start," he says. "Because the area of a foot is much smaller than a ski, high speed is essential — around 45 m.p.h."

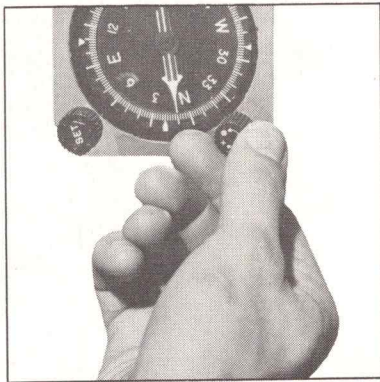
Most barefooters start on one ski which they shake off when the right speed is reached. For the more adventurous, the method is to run along the water's edge holding the tow rope, then fling yourself on your back into the water, pulling upright at the right speed.

"The water really hurts the soles of your feet," says Ramsey. "Water is very hard at speed, especially if you fall."

Four-star adviser

■ Every old soldier has his stories about those days in uniform, and who could have more than a four-star general whose 30 years of service led

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to his nation's top military position?

General Hendrik J. Kruls today is a key man in the very civil business of advising KLM management and working with sundry parties to develop attractions for tourists in Holland. That's his second career. But ask him about the first one and he reminisces lightly about the exploits of young Captain Hendrik J. Kruls of the Dutch Army.

It was the Spring of 1940, the Nazis had invaded Holland and were within a few days of occupying it completely. Captain Kruls, aide-de-camp to the Defence Minister, was among those summoned to London to help pick up the pieces in exile.

"Two of us, another captain and myself, had the task of setting up a Ministry of Defence," says Kruls. "I can't say we had a lot to work with — the first problem was where to find a typewriter. When we found one, we did much of the work in Grosvenor House in my bedroom.

"In the beginning the suspicious British treated us like prisoners of war. Our uniforms looked somewhat like the Nazis, and stories reached London about Dutchmen collaborating with the invaders on the Continent. It was quite



Kruls: picked up the pieces

some time before the British trusted us enough to give us weapons for training.

"The Dutch Army couldn't do much. But we *had* to have some ground force to take part in regaining the homeland. So the Princess Irene Brigade was formed and went into training in an all-Dutch camp at Wolverhampton. It eventually went into north France and on into Holland with British and Canadian forces."

Meanwhile Kruls, 16 years a lieutenant, was zooming through the ranks. He was a full colonel by 1943, when he drafted plans for an interim military government in liberated Holland. At war's end he was a three-star general and chief of the Army's general staff. In 1949 he became chairman of the Dutch joint chiefs of staff — at the age of 46 — and held the position until retiring in 1951.

Since then he has been editor-in-chief of *NATO's 15 Nations*, a civilian publication for the military alliance, in addition to a number of roles in service to KLM and to Holland's economic development: including promotion of the country as a convention centre.

Riders in the sky

■ The time KLM got their men, it turned out to be 40 Mounties and the largest number of horses — 37 — ever flown across the Atlantic. By offering special DC-8 animal-transport facilities (including a shallow-angle take-off that would disturb neither man nor beast), the Dutch airline got the contract to fly RCMP's famed "Musical Ride" in two loads out of Montreal for London. It is only the second time the Mounties' team has been flown.

Lone Dutch-Canadian of the Ride is 22-year-old Maarten Kramers, who left Gouda with his emigrant family in 1957. "There were 18 horses and 19 men on our flight," he says. "The men got caviar, special seating and a dinette at the rear of the plane for the full VIP treatment. The horses were loaded in their airfreight stalls, two at a time on a platform, for the full VIH treatment. Only one horse got jittery on the trip — not mine, fortunately."

Kramers and "Warren", a 16½-hand gelding, have been together now since last November, and look like being in partnership during the remainder of the ex-Dutchman's two-year spell of riding duty. Not all Mounties are mounted these days, of course. In fact they see little of horses unless they apply for an equitation course. "I'd never been on



Maarten and mount: No jitters

horseback in my life before July 15, 1967, when the course began," says Kramers, "but I thought if I was in the RCMP I ought to know what it was like."

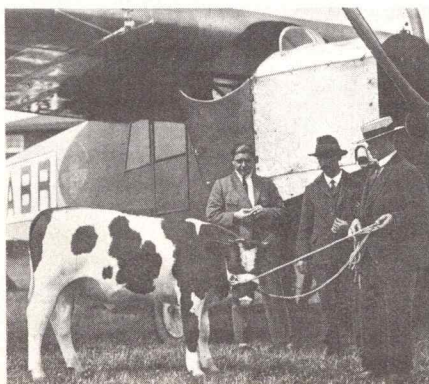
This September, he will return to normal police duties in Nova Scotia, after the Musical Ride's extensive four-month tour of Britain — and after Kramers himself has spent a furlough touring native Holland once again.

FLIGHT OF THE BUMBLE BEES

■ For KLM, the Mounties scoop was the latest in nearly 50 years of animal transport. It began with a buzz on June 8, 1920, when the pioneer airline lifted a consignment of bees out of Amsterdam. Then, in 1924, KLM carried the world's first flying bull, the valuable Nico V, from Rotterdam to Paris in a Fokker F.III.

But the real cat's whisker in animal transport came after 1945, when European zoos had been war-damaged or had become under-stocked. "Using Douglas DC-4s we started by flying all sorts of tropical birds, fish and beasts from the Far East," says American-born, British-educated Jim Todd, 47,

After the buzz — came the bull



who has run KLM's animal department for 17 years.

In the unique "Animal Hotel" at Schiphol, Todd and his staff of seven attendants handle millions of furred and feathered friends every year. The range: from elephants to umbrella ants.

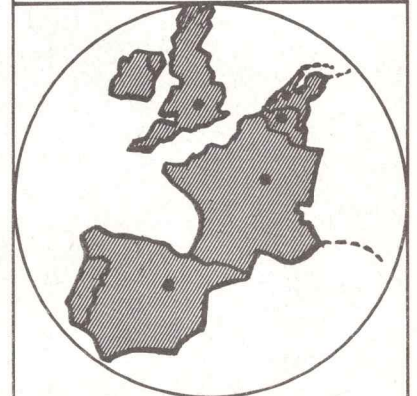
Small varieties, like fish or birds, are carried on normal line flights, but KLM also operate charter trips for larger animals or consignments like the Mountie runs. Usually, a KLM animal attendant flies with the charter despite the fact that the shipper may also have his own grooms or handlers. "The boys," as Todd calls his staff, "have their training at Amsterdam Zoo and the veterinary faculty of Utrecht University as well as visiting riding schools, cattle-rearing stations and race tracks."

In his time with the airline, Todd has been called out of bed to capture a full-grown bear which had broken loose in an aircraft. "But usually, if the bigger animals are packed properly they are less trouble than, say, thoroughbred horses.

"Horses require the most attention, as they are such nervous animals. KLM shipped most of the Olympic jumping team horses for the Mexico City Games — from Russia, America and a number of other countries." Among some of his other charges have been an English



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Derby winner (to Japan) and the gift of a bull (from the U.S.) to the Vatican. "These animal passengers are worth an average of some \$3m. a year to KLM," adds Todd.

Doorstep career

■ When Hendrik de Reus needed a job 48 years ago, he didn't have to look far. His family lived right behind the then Waalhaven airport in Rotterdam. So Hendrik went to work for KLM.

Today, as chief of the freight import department at Schiphol, 60-year-old de Reus bears the distinction of being the longest-serving man in KLM service. He is closely followed by his 62-year-old brother Jan — 47 years with the airline — who works in the technical department.

"I won't know what to do with myself when I retire in four years' time," says Hendrik. "In all my years there hasn't been one day when I've felt 'Darn, I wish I didn't have to work today'."

Hendrik has seen many changes in the last 48 years — "The first hangar at Waalhaven was so small, you could only get the tail of a plane in it. When I started, I had to do everything. I registered the times of incoming and departing aircraft, then got the information through our one radio man to the airports where the aircraft was headed for or coming from. I also registered flight numbers, number of passengers and weight of mail."

Somewhat naturally, de Reus's most vivid memory concerns flying itself. "I've flown in every aircraft KLM ever had. After a plane had been repaired it had to be test-flown with a passenger. It was great sport for the pilots to give us all a chance to go up and see how long it took to get us good and sick."

Flying forty

■ Londoner Kitty Smith hardly looks 40. Yet, last year, she celebrated 40 years' service with KLM's British office and is currently the airline's longest-serving female employee.

Kitty joined KLM on January 9, 1928, after a commercial course. In those days her tasks included a bit of everything — from telephonist and booking clerk to passenger receptionist and freight clerk — and sometimes she was even required to load freight.

"They were the most exciting times," she recalls, "There was such enthusiasm. You started early in the morning and finished when there was nothing left to do."

Now Miss Smith is top KLM secretary to British general manager J. W. Turner-Lashmar.

Orient-ated

■ Netty Jonker once committed *Hara Kiri* — and lived to talk about it. "Actually, I just went through the motions — it was on Japanese TV," she



ONE FOR THE ALBUM - BUT WHOSE?

■ They may have landed safely, but Father was left holding the baby. Mother looks a little overcome by it all, too, but it may have been the weight of that hat. This photograph, taken from KLM's archives, is certainly something for the 1921 page of the family album. But *whose* album? That's what we'd like to know. If you were that sleepy infant (or you know who it was) drop us a line and tell us why those intrepid parents were looking so let-down on touch-down.

says. "I was interviewing a famous Japanese actor and I had asked him to show me how it was done. He made me do it instead!"

Married to head of KLM marketing department, Hendrik Jonker, Netty and her husband lived in Tokyo for 8½ years when he was station manager there. She speaks fluent Japanese and is an expert on Japanese *Kabuki* theatre.

"I was born in Indonesia, and my father had many Japanese friends, so when we went to live there I felt at home almost immediately. I took lessons in the language a few weeks after arrival, because at that time everything was written in Japanese, and I also wanted to have closer contact with the people. It's a very difficult language for a foreigner: in fact I'm still studying, but it certainly helped me to understand their theatre."

Kabuki was created in the late 16th century for the masses, while *Noh* was

Mrs Jonker: Keeping up with Kabuki



for the highest noblemen. The latter is very slow and esoteric, while *Kabuki* can be both lively and tragic and the actors appear in wonderful costumes and make-up.

"I have six *oshiguma*, which were given me by actors — a great honour since they believe they are giving part of themselves away. These are silk scarves on which they press away their very heavy white and coloured make-up after a performance. It is so thick that they perspire a lot and in the pressing leave an imprint of their own features."

Netty is very popular with the actors, and she became an honorary member of one of their troupes. "When Utaemon, the most important female impersonator (all parts are played by men) wanted to come to Holland, he insisted that I act as his guide." She also has a prized collection of 200 Japanese wood-block prints on *Kabuki*: "It's strange to see names of present-day actors on them, but it's an hereditary profession from father to son, and if no son is available, they adopt a boy to take on the family name."

With her husband's promotion, the Jonkers are now permanently back in Holland — "but I still keep up with *Kabuki* through the newspapers."

Louis, 50 too

■ Louis den Hertog lives up to his reputation. Of being the most viable man in the Dutch promotion business. Few Hollanders (one of them Philips'

legendary Sies Numann) have pulled more stunts to gain worldwide publicity. Yet the stunts era has gone now, says the KLM advertising and sales promotion chief. The smooth era is with us instead.

It's not old age that has calmed down den Hertog. Though he is 50 this year, same as KLM, he is still slim, alert, not likely to slow down yet. "But we're away from the days of tempting famous people to fly for the sake of the publicity. Today everyone is important; everyone's a potential flyer.

"You could call it the smooth era — everybody arriving on time, no hitches on board or at the airport. That's the aim. And with subtle promotion to back it up."

Not that den Hertog promotions have always looked subtle from the 1969 viewpoint. In more raucous days he was known as a master of glamour publicity. Showbiz as well as girls. Once he unveiled a surprise — the 50-piece Cosmopolitan orchestra on stage at Gooiland, Hilversum — when the audience was expecting an evening of quiet, straightforward lectures on behalf of the new Golden Circle campaign.

Then there was the time he took the Dutch Miss World of 1959, Corinne Rottschäfer, on a Jet Presentation all over North America. Then film shows and choir festivals. And one of the songs he ordered from Jos Cleber for KLM Polar Flight promotion made the Top Ten in several countries (title: *The Alaska Sleighride*).

When in Curaçao, he was known as the early bird who caught the publicity worm. Up to meet famous guests ar-



Mr Promotion — with Miss World

riving on the 5 a.m. flight into Willemstad, he would get photographs immediately developed, rush them to Scherpenheuvel monastery where one of the fathers could etch newspaper blocks, then take the blocks round to the grateful local papers for inclusion in the same morning's editions.

Den Hertog went on to South America, planned and coordinated advertising in four countries, organised TV shows in Brazil, returned to Holland in 1957. He regards his best promotional event as 1960's "Cargo Tour" — seven days with a DC-7 freighter, a group of freight executives, a portable exposition and four attractive girls in-

cluding Cargo Queen Tonny Tromper, who is still his assistant in sales promotion.

But the "smooth era" KLM ads that began in 1965 are his department's enduring successes. The ads evolved with Smits' International agency of Amsterdam which have run in *Time*, *Newsweek* (and *Holland Herald*) ever since. The bold picture above the smooth

**KLM delivered
14,931 babies
last year**



To Europe, North America, South America, the Near East, the Far East, over the Pole and back round the other way. The way we look at it, babies are just like adults. Except that they're a little less public. Babies consider it their solemn duty to complain. As often and as loudly as possible. Which is good practice for us. We figure that if we can keep a baby happy, the chances are that you're enjoying yourself too. In other words, we Dutch believe the customer is always right - at any age. A simple philosophy that has helped us grow. Forty-five years ago our route network consisted of just two cities. Today it's 96. But we've always had our reputation of being the most reliable airline in the world.

**KLM
ROYAL DUTCH AIRLINES**

That award-winning baby classic

headline. Like: *If you ever want to get rid of something, don't leave a KLM label on it.*

Or, below the picture of an Oriental girl's face: *Some people don't believe that KLM stewardesses are really Dutch.*

Or, the award-winning classic below a picture of eight pink-cheeked babies in airplane cribs: *KLM delivered 14,931 babies last year.*

All the ads with clipped, easy-to-read copy. Often with no finite verb. Like this. And ending always with a plug for KLM's reputation. Of being the most reliable...

The airtist

■ Although artist Kees van Dijk, 51, has done work for KLM since he was 17, he has never been employed by them. "I am too much of a bohemian to be tied down to a steady job." Van Dijk has done the interior design for all KLM's offices in the USA, including the elegant Rembrandt Room at New

York's Kennedy Airport. He is now at work on a similar Old Dutch room at Houston, Texas, airport.

When he is not designing, van Dijk exhibits his own paintings at his combined home and art gallery in Seabright, New Jersey, where he lives with his wife Christina and son Kees, 11. The house, once owned by an aunt of Al Capone, has been renovated to include the gallery, living quarters, Christina's antique shop and group therapy rooms for his psychiatrist son-in-law.

Jerry the jet

■ A grandmother with an expired passport or a businessman in a hurry — with a quick flip of the phone dial, Jerry Tromp, KLM Station Manager at New York's Kennedy Airport organizes them in a flash.

After 20 years with the company in Germany, Asia and Canada nothing fazes him. Even during the big airline strike three years ago, when thousands were stranded at Kennedy, jet-propelled Jerry arranged alternative transportation for all KLM passengers. Quite a feat when the only available airline to fly them anywhere was American.

Diplomats and journalists are especially grateful for his handling of special guests. With the help of friends in US Customs and Health departments, he offers "royal" service. But many more humble passengers have been astounded by the little kindnesses he finds time for in the vast anonymity of the world's most hectic airport.

Paramaribo pioneer

■ The three-engined Fokker F.XVIII *Snip* flew over Paramaribo, the capital of Suriname, at house-top level. At the controls: Captain Jan Hondong, who took eight days to cover the 7,000-odd miles, 2,500 of them over water. That first transatlantic flight in 1934 from Amsterdam to Paramaribo made Hondong world-famous.

Born in 1893 in Grave, North Brabant, he died recently at 74, but left behind a career of firsts for KLM.

In 1930 the Turks forbade the airline to fly over their territory on the way to Indonesia. Hondong found other routes: he stopped in Athens, then to Mersah Matruh on the African coast,

THE BLACK BRUTE'S FLYING DUTCHMAN

*For him no port, no home,
never an hour in shelter,
Nought but the sea, the shrouds,
the galley timbers groan.*

■ Ghostly, the silver-blue craft drifts across the oceans through the night, evoking the words of Dutch poet Ben van Eyselstein. But today's Flying Dutchman is not the legend immortalised in opera by Wagner and on the screen by Ava Gardner and James Mason. It is a hard, commercially successful fact made up by the massive aircraft fleet of KLM Royal Dutch Airlines.

Although the airline's planes still bear the Flying Dutchman name, the legend did not have such an honourable beginning — dating back to the "Black Brute of Terneuzen" in about 1650.

On that Good Friday, the Black Brute, otherwise known as Joost van der Decken, decided to set sail for the East Indies. Although unpopular, he paid well and his ship was the fastest on the run. But the local Zealanders knew that any ship sailing on a Holy day would never receive God's blessing and, sure enough, the vessel was dogged by disaster.

Rounding the Cape of Good Hope (then the Cape of Storms), the weather got so bad the crew implored the captain to turn back. But he refused: "We shall not reef a single sail, we shall not turn back, even if I have to sail here until the Day of Judgment". And that was to become his fate.

Since then many sailors claim to have seen the bluish-white ghost ship passing in the night. Or perhaps they saw only the reflection of a KLM Flying Dutchman... captained rather more responsibly.

and on to Indonesia. He was also the first Dutchman to cross the Mediterranean.

He served with KLM for 30 years: 26 in the air and later as an inspector on the Middle East routes, and head of traffic at Schiphol.

Worry on the wing

■ Though flying is for many people an everyday thing, like riding a bus or train, there are always a few whose jet-journeys are fraught with imagined difficulties. Some examples of the more amusing anxieties expressed by these unfortunates have been collected by KLM and recorded in the *Monthly News* of Oakville, Ontario...

There was the tragic case of the lady whose "husbund" (sic) left her. "I stand on my own feet alone. What about the

Ready (but never steady) to go for KLM: Kees — with wife Christina



Ben van Meerendonk Jr.

name in the passport for the baby?" Or the man who asked if there was room to get rid of his long legs between the seats.

Feet can be a worry too: "Last time KLM gave us nice sokkies on the plane. Do we get them again this summer, they are so comfortable on my feet which I have not thrown away. The sokkies I mean."

A letter with a medical turn came from another prospective passenger: "Do you know that big seat in the front of the airplane? Well mister, I am just back out of hospital and the blood in my legs does not run well. Will you give me that seat to maintain the bloodstream?"

One traveller complained that the seat was no good. "You have to understand that on one side my wife expected the baby and the other side was taken up by somebody else's kid."

But perhaps the most puzzling letter of all was from a husband who asked: "Is there enough air on the plane? My wife walks with a well-developed bronchitis and the breasts peep terrifically."

Carrying it off...



■ Electricians or porters? Passengers at Schiphol airport have found it a little difficult to decide. But next month there will be no doubt as to who carries your bags, madame. New uniforms in avocado green, including matching cap embroidered with the word "Porter", will prevent any embarrassing questions.

Designed by Dutch trend-setter Doede van Duijl and made by Kattenburg N.V. in Rotterdam, the new outfits in Terlenka and wool mixture are shower and crushproof.

The loose jacket, with raglan sleeves for easy movement and pea-jacket pockets, hides any *avoir du pois* that doesn't come in a suitcase. Seams are saddle-stitched in black and pants are slim-fitting, with plenty of knee-room for bending and stretching. Under the jacket — a white polo shirt in cool stretch cotton.

Esso Motor Hotels are international hotels with a difference.

37 differences.

International hotels, built in local style. Where the chef is as familiar with local dishes as he is with Escoffier.

And positioned in unusual, interesting places without being at all inaccessible. So, if you want the familiar service and welcome of a good hotel, look for the 37 Esso Motor Hotel lanterns in eight European countries.

For further information, see your travel agent or contact any Esso Motor Hotel. In Amsterdam telephone: (020) 429855.



International service — local style.

Across the bridge...



... or across oceans

.... SERVING YOU IS OUR BUSINESS.

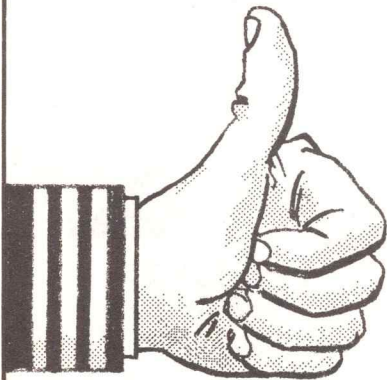
And we dare say that with the experience gained during a century of banking, we can serve you with the knowhow you may depend upon in all your banking transactions. In Curaçao with our headoffice at de Ruyterplein 1-5. In Aruba with our subsidiary the Aruba Commercial Bank. In Bonaire with our subsidiary the Bonaire Commercial Bank. In The Netherlands we are affiliated with the Algemene Bank Nederland N.V. (General Bank of the Netherlands). Phone us at Curacao 12630. Cable address: Edwards Curacao. Telex CU21.

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FOR
50 YEARS
OF
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SERVICE



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AVILA-BIANCA-COUNTRY INN-FLAMBOYANT
HILTON-INTER. CONTINENTAL-SAN MARCO

K.L.M. PROFICIAT!

We are proud to have
been your agents for
34 out of these 50 years!

BONAIRE TRADING CO. LTD.
BONAIRE NETHERLANDS
ANTILLES
(ISLAND OF THE FLAMINGOS)



ALICE OPPENHEIM, 29, former KLM stewardess and receptionist for special services at Schiphol, dealing with passenger enquiries and problems. Now an announcer on AVRO TV network programmes:

The first time I flew I was positively stiff with efficiency. New uniform, crippling high heels, blinking white gloves and a ladylike hairstyle. I stood at the back of the plane watching the senior hostess's every movement, unaware that a passenger was watching me. "And how long have you been flying?", he asked. Honesty let me down: "About five minutes!" I replied.



HANS VERHAGEN, 56, ex-general manager in India, Pakistan, Havana and Mexico. Head of passenger service and quality control in Amsterdam, and then international tour

manager in The Hague. Now vice president and president director of \$5-a-Day Tours in Amsterdam:

My most embarrassing moment came as manager, Pakistan, when we had two planes taking off almost simultaneously. In one was Dr. Albert Plesman. Immigration authorities in those days gathered up passports, and pursers gave them back during take-off. Unfortunately they got them mixed and both planes had to return. I can still remember Plesman's forceful remarks!

ERNST VAN DEN BEUGEL, 51: Former president of KLM from 1961 to 1963, now holds the Chair of Cooperation between Europe and USA at Leiden University, and lectures frequently at Harvard on European relations.

WHERE

JUR SNYDER, 40, formerly KLM sales at Schiphol and ticket agent on the US West Coast. Now ticket office manager for Canadian Pacific Airlines in San Francisco:



Come in and meet the Dutch colony. There are three of us in the office — myself, assistant manager Harry van de Ven and secretary Lucie Verscheuren. Plenty of *gezelligheid* around this part of San Francisco.

JOOP STRIJKERS, 50: Former KLM sales manager for The Netherlands, later director of Amsterdam VVV tourist office, and now head of the newly-formed Netherlands National Bureau for Tourism.

MARGARETHA SCHERMERHORN, 30, ex-KLM stewardess, now the only woman commercial pilot in Holland:



Thanks to a pay rise at KLM I was

able to take flying lessons in Hilversum, and eventually to fly two-engined Apache planes all over Europe for Moorman Air. We run an air-taxi service for everything from chickens to football teams. To think that in 1930 a "flying woman" was considered rather indecent! Nowadays there are so many silly people on the roads I feel safer piloting a plane.

COMMODORE JAN MOLL, 69, was 40 years with KLM, the airline's most decorated, trophy-winning pilot. Now retired, but still piloting his six-ton yacht from Aalsmeer:



In 1928 I was the third Dutchman to fly to the East Indies. We set a seven-day record and won the Clifford Hammond Trophy. I was actually delivering the Fokker to the newly-formed KNILM (Royal Netherlands Indies Airline), known to the locals as *Kalan Naik Ini Lekas Mathi*: "When you go with this you very soon dead!"

ARE THEY NOW?

NORA DE VLI-GER, 32, former KLM stewardess on Atlantic route, 1963-65. Now private secretary to Princess Christina of The Netherlands, in Montreal studying singing:



Says a Dutch Consular spokesman: "Miss de Vlieger drives the Princess to private lessons with her teacher, Bernard Diamant, and to the *Institute Vincent d'Indy* for classes. She also does the Princess's housekeeping."

WIM WEGERIF, 41, ex-purser KLM who flew on inaugural flight to North Pole on September 13, 1958. Today managing director of L. van der Vliet construction company, in Amsterdam and founder of Interproject development company.

JAN DE VRIES, 46, ex-KLM district manager Hamburg, Munich, Paris, Berlin and Houston, US. Now general manager of ShipSide, the duty-free car suppliers at Schiphol airport:



Plesman knew everyone: names, hobbies, the lot. One day I was summoned to his presence. "De Vries," he said. "Aren't you the fellow that sings?" It was absolutely forbidden to do anything but work for KLM, but I admitted I sang at local shows. "Well, I have another baritone in The Hague, why don't you two join forces in a double act?" he said.

ELLEN MEES, 25, ex-KLM hostess-guide at New York World Fair in 1964 and Expo '67 in Montreal. Then model; back to guiding — at the UN building, New York; and now working for US overseas tour company:



At the New York World Fair I was persuaded to enter a beauty contest. Everyone was dressed in everyday clothes — except me: I was in traditional Volendam costume. Somehow I reached the semi-final, but I was too embarrassed to show up for the finals.



ADRIAAN VI-RULY, 64, one of Dr. Plesman's early pilots. Now a freelance writer who has been called the Dutch Sainte-Exupéry after the French air pilot-author:

There were only 16 or so of us in those early days, and it was a glamorous profession: every Dutch schoolboy knew our names and what we looked like. We flew in sports-jackets and plus-fours and trained on Fokker F.VIIs.

ALDERT DE JONG, 46, ex-KLM manager of operations division, then manager for customers' service, attached to marketing. In 1966 became president of the Dutch branch of F. A. Schools International, world's biggest correspondence course institute.



LYN RITCHIE, 50, former special consultant for woman's travel to KLM, then public relations manager for Benelux Hilton Hotels, now running her own public relations business:

My first assignment was to take 56 women on a tour of the US. In New York two of the Dutch women wanted to visit the Cloisters museum which involved bus changes. They came back clutching a note: "I enjoyed meeting these ladies, but please ask them not to shake hands with all the bus passengers when leaving, in future — signed the Bus Driver."

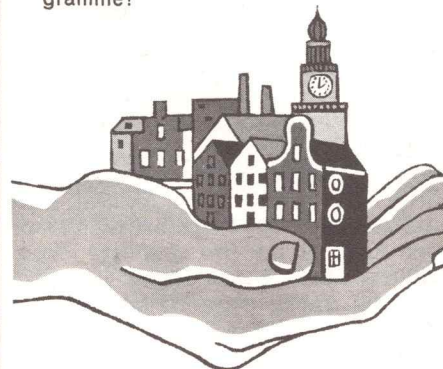


IZAACK ALER, 73, was president of KLM from 1954 to 1961. Joined from the Dutch Air Force in 1926 and flew everything that was airborne around Europe and to the Dutch East Indies. Now retired in Gorssel, Overijssel:

I think they chose me to succeed Dr. Plesman as president because I had both a commanding officer's and a civil aviation pilot's experience. And although I have always had at heart the jobs which were entrusted to me, I am, deep down, a civilian.

UNFORGETTABLE.....

..... is a visit to the miniature city **MADURODAM**. A complete town "in a nutshell". With old and new districts, harbour, aerodrome, fair, a performing fanfare, a television tower, and the famous Rotterdam Euromast, etc., etc. And it's a fairy-tale sight in the evening, too! Excellent café-restaurant with a terrace. Include this world attraction in your programme!

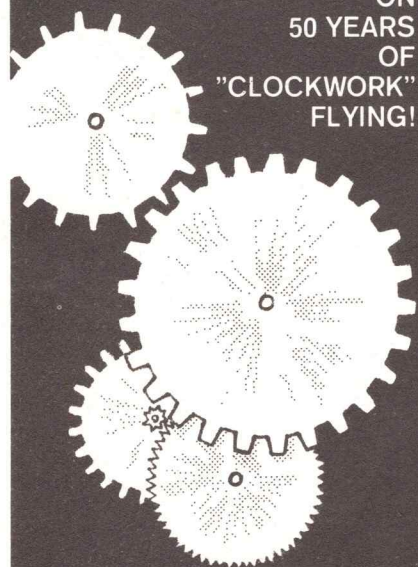


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DEN HAAG SCHEVENINGEN

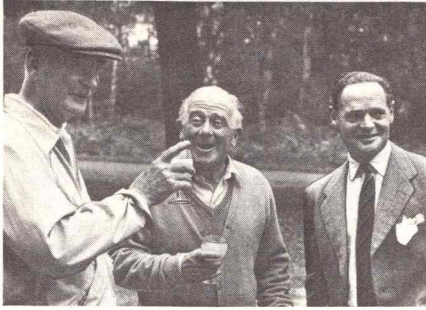
KAN

KAN
CONGRATULATES
KLM
ON
50 YEARS
OF
"CLOCKWORK"
FLYING!



KAN JEWELRY-WATCHES-OPTICS

ARUBA-BONAIRE-CURACAO-ST. MAARTEN
HOLLAND(HAARLEM)



“JERRY” SHAW (left) 76, pilot of KLM’s first flight in 1920, later chief of Shell’s aviation liaison section, then sales consultant to De Havilland Aircraft Co. in the Comet days. Now retired in London. Knows everyone in aviation, like golfing partner Douglas Bader (above right) the no-legged war hero, and “Scotty” Allan (centre), who was co-pilot to Kingsford-Smith on one stage of the first *Southern Cross* Australia-Britain mail flight:

I still smoke about 15 cigarettes a day, but I’ve had to cut down on cigars. And I like a drink. Only the good die young, so I’ve got a long way to go yet. I didn’t give up flying until World War II — at Shell I had a small plane of my own, you know. Biggest plane I ever flew was a DC-4, but only because the pilot invited me forward and left me at the controls as a joke.



MAARTEN VAN DEN BIGGELAAR, 76, first Dutch passenger on the air route to London in a De Havilland DH 16, May 18, 1920. Now retired from journalism, but an active member of the Van den Biggelaar Holdings, a company which runs an advertising agency and 16 technical publications:

It was horribly bumpy, and a wet, windy morning. We flew so low, around 300 feet, that the pilot Jerry Shaw could point out shell-holes in France below! We couldn’t talk because of the engine noise, so we passed bits of paper around to each other.

F. O’BRIEN AND H. RHODES, British passengers on KLM’s first flight London-Amsterdam-London in 1920 — both dead, O’Brien in 1932, and Rhodes in 1960.

SASHA BOISSE-VAIN, 36, flew for five years and then became KLM chief stewardess in charge of 90 hostesses. Now public relations officer for Parker Service NV, the American pen company, but still helping KLM — with a recent promotional Parker tie-up:

In my day we were constantly at war with the male cabin staff who earned 50 per cent more pay than us, and got better overnight allowances. It was hard, for we had to have an entire wardrobe for every climate we flew to. Nowadays cabin staff are on equal terms.

THEO VAN SCHELVEN, 47, former salesman with KLM in Indonesia, The Hague and New York, now vice president-Europe for America’s Greyhound buses:

My wife [ex-KLM stewardess Irma van Son] wasn’t completely happy about moving to London from Chicago in 1966, so I splashed out on a flat in Montpelier Square. That’s the famous one, you know, where Soames Forsyte had a house, where Eric Porter committed the foul deed on Irene etc. . . . On the business side, Greyhound ticket sales worth millions of dollars a year are now channelled through London.

GERARD ALSEM, 60: Flew 27,400 hours, more than any other flight engineer in world, it is thought. Made 285 trips on KLM London (later Bristol)-Lisbon run:

During the war US politician Wendell Willkie was flown by us to Portugal. Although the planes had KLM marked all over the insides, the out-sides were camouflaged. “What the hell is British, then?” he asked. “Only the camouflage, sir,” replied the captain, “and the rain washes that off.”

LEO DE BLOCK, 63, ex-executive vice president of KLM from 1960 to 1963. Today Dutch Minister for Economic Affairs after successful career in banking and politics.

MARTIN LAUXTERMAN, 39: Ex-KLM purser, now manager of the Grand Hotel, Mexico City.



SONJA SPEETS, 33, was roving KLM stewardess promoting airline and Holland from 1961 to 1964. Now married to one of Holland’s biggest tour operators, and still promoting the country via Radio Nederland:

I still remember being in my traditional Volendam costume on TV in Houston, Texas. I was commentating on a film, but on my monitor everything was in miniature, so when they showed Alkmaar cheese market and the men tossing round cheeses about I said it was “kaatsen”, a very old ball game!

CAREL STEENSMA, 57, former KLM pilot. Before that doll-doctor, lumberjack and Fuller brush man. After the war became KLM flight superintendent, then head of operations and lastly general manager, Caribbean. Now managing director of the Netherlands Congress Centre:

We used to pedal like mad out to Schiphol on our decrepit bikes in order to take off on time. Then, because we got f5 (now \$1.39) extra if we landed after dusk, we would circle the Far Eastern airports until the sun was just about to set, and down we’d go, one minute in the dark.

MANDA VAN BUUREN, 38: Ground and flying stewardess for KLM from 1954 to 1961, now announcer for Radio Nederland:

We were flying between Vienna and Athens in a terrible storm and the pilot had to make a forced landing in Bratislava, Czechoslovakia. The people remembered KLM from before the war when we stopped there en route to the Dutch East Indies. So they loaded us with local sausage before we took off again.

JOEP VAN BELLE, 36: Ex-KLM purser, now six-language-speaking top tour escort for American Express. Has been round the world 16 times in the last five years.

HUEB VAN VUGHT, 46, ex-KLM purser, now well-known contemporary painter in Holland and the US.



The Spacious

The first flight of the Boeing 747 inaugurated The Spacious Age.

Boeing 747 superjets - the largest commercial jetliners ever

built - are now carrying out the most intensive test program in commercial aviation history. As the first of the next generation of jets, the 231-foot-

long, 20-foot-wide 747 will set the air travel standards of the 1970s... with living-room spaciousness never before found in a jetliner... with wider seats,



Age begins.

wider double aisles and a higher ceiling... with five double-width doors on each side for quick and easy boarding and debarking.

The 747, moreover, is noticeably quiet. It is also the fastest subsonic jet in the world, with a cruise speed of 625 miles an hour.

When the new Boeing 747 enters service, you'll be able to treat yourself to the unprecedented cabin comforts of The Spacious Age.

BOEING 747



The case of the next-door neighbours.

Mr. Jackson, a London wool trader, wanted to export to an East European country.

His problem was that this country couldn't pay in hard currency.

He brought his problem to us.

Through our international network we learned some facts:

1. that the East European country was exporting to an East Asian country and consequently increased its surpluses in the bilateral clearing ;

2. that the East European country wanted to use this surplus to pay Mr. Jackson ;

3. that another London trader, Mr. Bolton, dealing in skins, could buy skins in the same East Asian country to sell these to Western Germany, for hard currency.

This meant that Mr. Bolton could take over the surplus in bilateral currency, which made it possible for Mr. Jackson to be paid in hard currency.

This case history has one unusual touch. Mr. Jackson and Mr. Bolton

were neighbours and didn't know it.

Our international network was spanning thousands of miles on their behalf, yet the parties involved lived only yards apart.

If you have an import or export problem, contact one of our 70

branches or affiliates, located in 29 countries* outside the Netherlands, or our head-office in Amsterdam, Holland.

You'll get professional advice plus world-wide banking-service. That's our case, now bring us yours.



Algemeene Bank Nederland Hollandsche Bank-Unie*

* *Europe:* Belgium, Federal Republic of Germany, France, Great Britain, Gibraltar, Switzerland, Turkey.
Asia: Hong Kong, India, Indonesia, Iran, Japan, Lebanon, Malaysia, Pakistan, Saudi Arabia, Singapore.
Africa: Kenya, Morocco, Uganda. *United States of America:* New York and San Francisco.
South America: Argentina, Brazil, Ecuador, Netherlands Antilles, Paraguay, Surinam, Uruguay, Venezuela.

● In the Latin-American world operating under the name of BANCO HOLANDES UNIDO



happy birthday!

Wm H. Müller & Co. 

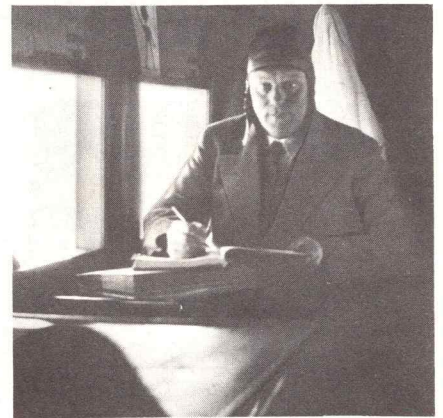
■ In the days when the general public looked upon civil aviation as a "dangerous undertaking", a man of vision, boundless energy, enterprise and pushing power was making up slogans of his own. "The air ocean unites all peoples," said Albert Plesman, who then went on to prove it.

As a young lieutenant in the Royal Netherlands Air Force, Plesman — who was later to become KLM's first administrator, then general manager and later president — laid the foundations for commercial aviation by conceiving the idea of organising an air exhibition. Held in Amsterdam on August 1, 1919, the ELTA attracted half a million visitors to both exhibition and a flying display. The purpose of the ELTA was to demonstrate the progress achieved by airplanes during the war and Plesman, who developed the scheme together with a Lieutenant Hofstee, managed to arouse the interest of a number of prominent Dutchmen. As a result, KLM was founded two months later.

Born in The Hague in 1889, Albert Plesman went to a normal secondary school where he was not a prominent pupil. Yet he was a man of genius, afflicted with the habits and peculiarities of a genius. As a builder of a great commercial enterprise, it was expected that he would be a businessman, but his idealistic views were far removed from business.

He was in constant conflict with Anthony Fokker over the price of aircraft, for Plesman felt that, while commercial use of aircraft produced losses (as it often did), the industry should bear a share of these losses. Plesman's own salary for directing KLM was a modest one, yet he never attempted to have it raised. He was content to receive just enough to match his needs and to raise his own standard of living at the expense of KLM was to him unthinkable.

To his friends he was known as "de Ples". Others referred to him as "the boss". In the early days of KLM he



In the office or in the air, the Plesman pen kept moving

Plesman

**Man of action
who realised
a vision**

toiled day and night to develop his small enterprise with a staff of between eight and ten.

He was among the passengers on KLM's first flight to England with its own passenger aircraft on September 30, 1920. The weather was bad and several times the plane had to turn back. On one return the machine touched down a little late and threatened to plunge into a wide ditch on the western end of the then-still-small Schiphol airport. A man of action, Plesman was instantly out of his seat with the intention of hanging on to the starboard leg to slew the machine around. On the fifth attempt, the plane made it to Croydon.

World War II wrecked the greater part of Plesman's life's work. For a year he was detained as a political prisoner in Scheveningen prison. When released he was exiled to the eastern

part of The Netherlands where he remained until 1945.

These were hard times for Plesman. A year before the war ended, he was to learn that his son John, a pilot with the RAF, had been shot down over France. Later another son was to meet death in an air accident. Plesman's third son, Albert Jr., 47, is today owner-founder of Jet Car, a duty-free car sales organisation based on Fiumicino Airport, Rome. "My father was once offered a chance to start a duty-free car business himself," says Albert. "But he preferred aviation. KLM was his work and his hobby."

While in exile, Dr. Plesman was busy making plans for the reconstruction of KLM. At war's end he went immediately to England and America to negotiate the purchase of aircraft. In England he leapt over chairs to greet an old friend. In America it was all work — trying to get an appointment with President Truman. After an initial refusal, the Dutch air chief was granted a 10-minute interview. When he emerged 45 minutes later from the White House, he bore a letter to the Douglas Aircraft Corporation allowing him to have 18 DC-4 Skymasters and 35 Dakotas.

Among the many distinctions bestowed on Dr. Plesman during his long career were a Knighthood in the Order of Orange Nassau, Officer in the Order of Leopold II (Belgium), Officer in the Order of Vasa (Sweden), Commander in the Order of the Crown (Belgium), and Grand Officer of the Cedars (Lebanon). In 1948 he was elected President of IATA.

Plesman died in The Hague in 1953. In 1959 he was posthumously named first recipient of the Edward Warner Award: a gold medal bestowed biennially by the Council of the International Civil Aviation Organisation for "outstanding contributions to the development of international civil aviation."

The start of it all: Plesman (left) greets Queen Wilhelmina at ELTA in 1919



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Van der Wal: unashamed economist

■ Dr. Gerrit van der Wal, 64-year-old chief of an airline, 14,500 employees, and 280 sales offices in 85 countries around the world, explains why he arrives at his desk at 8.15 prompt every morning.

"I wish to concern myself with punctuality," says the stocky, wavy-haired man, with just a trace of roguishness in his eyes.

But if you arrive at 8.15 you've surely beaten the problem of punctuality?

"I mean other people's punctuality. A list has already been placed on my desk showing the movement during the past 24 hours of every KLM flight. Any late timings are marked in red for me. Then I begin to phone to find out why they were late. This tends to make me . . . er . . . not exactly popular?"

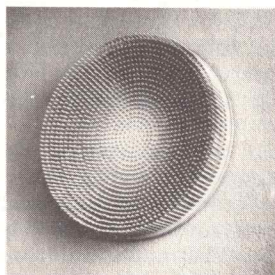
The humour is distinct now, but KLM staff have had to get used to the reality of Dr. van der Wal's early morning activities since he became president in 1965. In the beginning, if a summons to the president's office remained unanswered because the person concerned had not yet arrived at work, he was likely to be met later with, "I thought you must have stopped working for KLM . . ."

As for the president himself, he will have been up and about for some hours already, regardless of whether he was late or early home to bed. He begins to plan each day before breakfast. He is essentially a planner. If in the early days an airline was usually headed by an aviator or an adventurer, today the need is for an economist and financial expert. Plesman was an aviator with a deep knowledge of flying and aircraft. Van der Wal is unashamedly an economist.

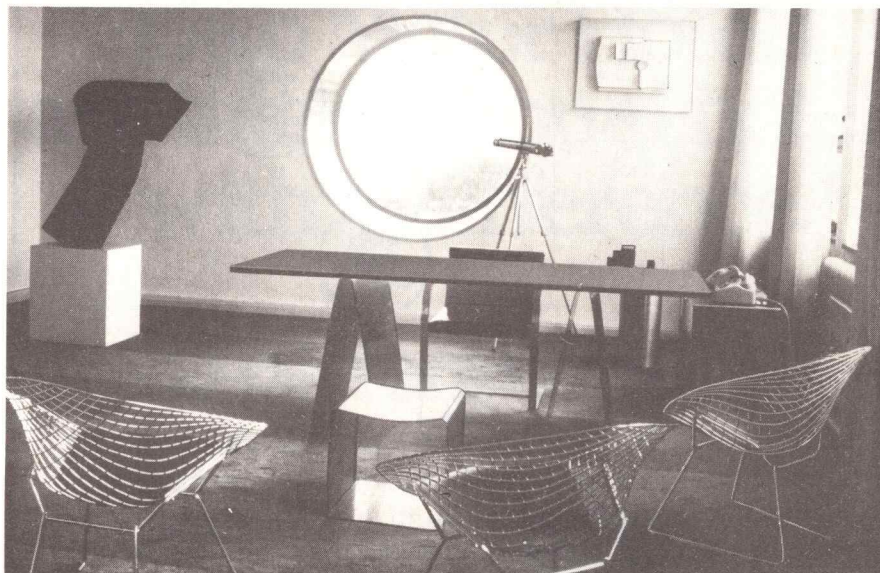
Born in Amsterdam, he is a great art lover and thus deeply attached to the capital city, particularly its old, historic centre. He attended secondary school (H.B.S.) there, studied economics at the

VAN DER WAL

Getting things done through punctual people



Modernistic plaques . . .



. . . and mounted telescope, in his see-through, no-paper, room with a view

Municipal University, then attended economics courses in Paris and Cambridge and graduated in 1940 as a doctor in commercial science; his thesis: *Cipher unit and medium of exchange*.

At that time he was employed as financial adviser to the Dutch aircraft manufacturer, Anthony Fokker, and therefore already knew something about aviation when the board of directors of KLM appointed him deputy president in October, 1963.

KLM's financial position at the time was not exactly rosy. Together with Mr. H. Albarda, then president, also an internationally-known financial expert, he set to work to restore the company's

fortunes. He proved he was more than just an optimist when, in his first year as president, 1965/66, he announced that KLM had made a profit after five years of losses.

But before he joined KLM, van der Wal had already earned his spurs as a manager. From 1940 to 1957 he was managing director of the Dutch department store chain De Bijenkorf. In 1957 he became chairman of the Royal Netherlands Industries' Fair in Utrecht. And Rotterdam — the world's biggest port — appointed him economic adviser. He was also a member of the Social Economic Council, an advisory board to the Netherlands Government, and of its executive committee for

more than 12 years and chairman of the *Conseil International de l'Organisation Scientifique* in Geneva (CIOS), later honorary president.

At the present time, when aviation is going through a period of great expansion, van der Wal has adopted "Controlled expansion" as his motto. "Obsolescence and change," he said recently at an aviation forum in Dublin, "will be the main feature of the '70s. Not only in fleet and airports, but also within the airline organisation." He is convinced that because of this, the "management concept and techniques of yesterday will no longer apply to the future". In the next 10 years the policy of the airlines will have to change more and more "from production-oriented to marketing-oriented".

He is keen on marketing development, and believes future managers at all levels will have to be "extremely rational in their behaviour to cope with the complicated situation ahead. At the same time they should remain *entrepreneurs* in the true sense of the word. To make sure that every opportunity is used to make a good profit."

A modern, realistic businessman, van der Wal believes that KLM must not lag behind in social matters. He aims to do more in the airline with fewer people, but he realises that these 14,500 people can do more if they have more butter on their bread. His interest in the joint consultation committee is particularly great and he prepares himself carefully for their meetings. He has also applied his financial experience to the complicated problem of staff pensions.

To look at his desk, one might believe that being president of KLM is the easiest job in the company. For the desk, like the whole room, is always clear of paper. He deals with mail and paperwork at lightning speed, believes in wholesale delegation, and likes to



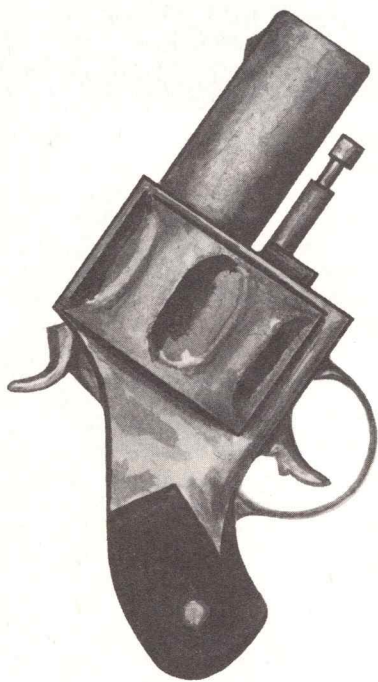
FRITS BESANÇON, in his 35th year at KLM and his fifth as deputy president, is an engineer by training and the man largely responsible for assessing and choosing the aircraft to carry passengers of the future. Now 60, he was KLM's technical representative in the US before and after World War II, and rose quickly through the executive ranks after returning to Holland.



JOSEPHUS VAN DE KAMP, 48, brought an outstanding background in economics and computers to KLM when he was appointed executive vice-president in 1965, after becoming IBM's top executive in Holland. He is a board member of several professional and academic organisations of business management, and is an executive of UNESCO in Holland and Madurodam mini-city.



JOHAN LUYMES, 63, executive vice-president: a Swiss-trained mechanical engineer who joined KLM in 1932. A vice-president by 1949, he became the day-to-day manager of the entire concern five years later and assumed his present position in 1965. The affable Luymes has been a licensed flyer of planes, gliders and balloons, and an avid Alpine climber and skier.



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■ Plans of action as drawn up by generals are important, but the battle is often decided by the action of common soldiers, who happen to do the right thing at the crucial moment. So is it with business concerns, especially as they become more complex.

A junior research worker may make the discovery that revolutionises the production process. A salesman in the field may perceive a marketing trend more clearly than a marketing specialist behind his desk.

This is not an argument against modern management techniques. It is a plea for humility. Management techniques are not perfect and they never will be. What makes the managerial achievements of airlines of special interest is that they are the youngest of the businesses that make up what is loosely called the service sector of our economy.

They have imported talent from other industries and tapped the capabilities of consultants with broad industrial experience. The experience of airlines, their triumphs and failures, offer a series of case studies in the practical application of the best management thinking of recent decades.

Nowadays aviation is developing at least five times as fast as motor transport and at least 20 times as fast as the world of ships. We are working in the fastest growing industry of the world. Foreign travel, the search for sun, sand and seas, ranks at the top of the consumer's list of wants. World tourism begins: we are just starting.

KLM Royal Dutch Airlines is, among 200 other aviation companies, one of the major international airlines. We have establishments in 85 countries and offices in 280 cities.

Today we have about 14,500 employees — eight years ago we had

Continued from previous page

see his room permanently tidy. It is a large room, white, with modernistic plaques and works of art around the edges. The desk and chairs he designed himself. The desk consists of a thick sheet of glass supported by stainless steel trestles — no drawers anywhere in which to hoard paperwork. The chairs have backs of open net effect. He likes to be able to see *through* furniture. Behind his desk is a circular window specially constructed for him, with a mounted telescope nearby so that he can see the whole sweep of Schiphol airport.

Van der Wal's strong constitution is



ESSAY by Jan de Soet

Youngest senior executive of KLM is management specialist Jan de Soet. Aged 44, married with two children, he has been the airline's deputy general manager since 1967. Previously he was head of marketing and head of sales development. Born in The Hague, he studied law at Leiden University, then worked with Unilever (latterly marketing director) and the Dutch household goods firm Tomado (export manager and marketing director).

THE CHALLENGE OF CHANGE

about 19,000. Our income, plus or minus 260 million dollars a year, comes from practically every country in the world and is thus subject to many different economic and social climates. About one third of our costs goes into salaries. This makes our company and our operation highly labour intensive, with a consequent heavy burden on efficiency and proper communication in every part of the world.

We have to live with repeated and radical changes under the pressure of technology, competition and the urge to provide better service. For 50 years we have been expanding at an average rate of 24 per cent annually.

We work in an industry with very high overheads and nervously fluctuating short-term net earnings. Yet the price we charge to the public is continually getting lower in contrast to the inflation of prices of most other goods and services.

Before the war the price of a transatlantic return ticket was about \$1,000, while at present it is about \$300. For group travel there are even lower rates.

The main difference between an international company and a do-

mestically operating company lies in greater stress on problems of communications and logistics. The physical, geographical dispersal of the operation makes a high degree of decentralisation necessary.

This is, however, limited in our case by the very nature of our product, which links one establishment very closely to another. The decisions taken in one part of the world have an immediate impact in other countries.

Some pattern of policy, language and action has had to be developed to make the objectives of the head office acceptable on a world-wide basis.

These pressures became accentuated with the arrival of the jets in the early sixties. With production exceeding demand and fierce competition to attract passengers, airlines were faced with a buyers' market practically overnight.

For too many years we had been approaching tomorrow's world with yesterday's organisation concepts. A number of drastic changes were made.

KLM was restyled from a factory-oriented company into a market-oriented company. We don't fly

airplanes any more; we fly passengers and cargo and mail.

In the new organisation responsibility was pushed down to a lower level than before. An analysis pointed out that manager training should be conducted in two ways:

1. By formal two-week training courses in marketing; and
2. By local assistance in the field in the improvement of management performance.

Today, individual managers have a much clearer idea about what they have to achieve. At the same time there is a more perceptive view at the top of the strengths and weaknesses of managers.

The Seventies will see doubling, tripling, even quadrupling, of world market potential and airline production. Entirely new dimensions, completely different companies, with little resemblance to the present ones.

Obsolescence and change will be the main features. Obsolescence of managers will be a constant danger. The demand for new management tools will be insatiable.

No airline can be certain it is going to survive in the battle to come.

Three things we know for sure about the future:

It will not be like the past.

It will not be like we think it is going to be.

The rate of change will be faster tomorrow than it is today. We will need good people (with a lot of negligent employees you don't need competitors) and motivated managers. We must develop managers who accept the challenge of change.

The only limiting factor for the growth of any company is managerial talent. And professional management is hard work. You never get what you expect: You get what you inspect.

particularly apparent when travelling. He goes tirelessly from one town to another, from meeting to meeting. When his — often younger — travelling companions are showing signs of tiredness, he is still dealing with his programme in a lively way. He is apparently insensitive to tropical heat or Siberian cold. Between times he takes every opportunity to visit museums, particularly modern art galleries. He himself has an extensive modern collection, particularly works of young Dutch artists, but also of Henry Moore and of his friend, the late Zadkine.

Even though head of an airline, van

der Wal avoids publicity as much as possible. "I've got experts to take care of that." He believes that "I'm not important. It's KLM around which everything should revolve."

As a host, van der Wal is generous and cordial. Visitors may be sure his door will be opened at exactly the time arranged. He never keeps anyone waiting. He also deals undauntedly with the many official engagements his position involves, but gets just as much pleasure from conferring with his assistants at the edge of a swimming pool when travelling.

Interested in his staff, he never omits

to visit the cockpit during a flight. He will pay a well-considered compliment when necessary, but where business results are concerned, usually qualifies the praise with, "I am not entirely satisfied".

At one and the same meeting he can manipulate complex financial transactions, show colour photos of his first grandchild, ask how his last speech went, discourse on the Boeing 747 and, in passing, load his assistants with work.

"Management is getting things done through people," van der Wal has said more than once.

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**Yves Pratte
Chairman
AIR CANADA**



■ Air Canada joins with the world's other great airlines in congratulating KLM and Fokker aircraft on their 50th year.

**Georges Galichon
President
AIR FRANCE**



■ It is quite easy for me to pay tribute to KLM on its 50 years of existence, for the histories of both Dutch and French air transport have followed parallel lines: the same birthday in 1919, the same desire to establish rapid liaison with territories where compatriots are working overseas, the same obligation after the second world war to re-establish a network, and to attack the challenge of competition from nations of the same industrial type.

KLM has won and retained its place at the head of the group of international airline companies. Today it flies on the biggest international routes in the world, and Air France meets it there in a spirit of friendly competition.

**J. R. D. Tata
Chairman
AIR-INDIA**



■ The whole world of aviation salutes KLM on their Anniversary and all those whose enterprise and dedication made it a most honoured name in air transport history.

**George A. Spater
President
AMERICAN AIRLINES**



■ Everyone in the aviation industry must rejoice in the golden jubilee of KLM and Dutch Fokker Aircraft. These two companies have made distinguished contributions to the history of aviation.

**Winston V. Morrow
President
AVIS RENT A CAR**



■ We are pleased and honoured to congratulate KLM and Fokker on their 50th golden year. These companies are truly representative of Dutch business leadership and we are proud of our working relationship with them. I am sure the next 50 years will be even more successful.

**William M. Allen
Chairman**



■ Of course we in the industry are aware of the histories both of Fokker and KLM and long have valued our connections with each of them. But more important than their histories are their present roles in keeping Holland in the forefront of aviation and in assisting in the world development, the interchanges between people, the increased international commerce and

VIEW FROM THE TOP

understanding, which modern aviation makes possible.

From the rare vantage point of a very slightly older brother (Boeing celebrated its 50th anniversary in 1966) we wish these companies and their people well.

**Sir Anthony Milward
Chairman
BEA**



■ Fifty years is a long time. In the history of civil air transport, it is a lifetime. Compared with KLM's half century of pioneering achievement in this field — in which Fokker aircraft have played such a prominent role — BEA is still a youngster. We in BEA are delighted to have this opportunity of paying our tribute to an airline for which, both in our own special partnership and in the world brotherhood of airlines, we have the highest regard.

**John C. Gilmer
President
C.P. AIR**



■ Probably no endeavour in human history has compared to air transportation in spectacular development or in its contribution to human welfare. The life-span of KLM, with growth from humble origins to its present global dimensions, symbolises the story of the air industry. I am happy to predict that this magnificent enterprise will continue its success story through the second half-century.

Congratulations, too, to Dutch Fokker.

**C. H. Dolson
President
DELTA AIR LINES**



■ My recollections of commercial aviation do not go back 50 years as it was not until 1931 that I became associated with the industry. I do recall, however, that at that time both KLM and the Dutch Fokker aircraft were well known and highly regarded as leaders in their respective fields.

I think it is significant that the two companies are now celebrating their Golden Anniversaries and that both still maintain the same respected positions.

The world's leaders in
aviation and travel
join in the Happy
Birthday chorus
to KLM and
Fokker

F. D. Hall
Chairman
EASTERN AIR LINES



■ In the relatively short span of half a century, the airline industry in general has progressed from the fringes of man's consciousness to the very center of our economic life. Thanks largely to the efforts of such pioneers as KLM and Fokker, the traditional barriers of time and distance are rapidly being hurdled.

When Anthony Fokker said: "Flying will be here to stay only when it ceases to be an adventure," he was looking to the day when travellers would step aboard swift, safe aircraft that would take them to their destinations with true ease and convenience. KLM and Fokker can well be proud that this goal has been achieved and of the part they have played in its accomplishment.

M. Ben-Ari
President
EL AL



■ Most sincere congratulations to both KLM and the Fokker Aircraft Company, on the occasion of this golden jubilee. Over the years, Dutch aviation has become a byword for efficiency and a standard-setter for the airlines of other small nations.

John C. Emery Jr.
President
EMERY AIR FREIGHT



■ As youngsters in the aviation industry, we salute KLM and Fokker. If it weren't for these hearty pioneers who recognized the challenge and potential of the skies, surely Emery Air Freight would never have come to be some 23 years ago.

We salute KLM for their forward approach to cargo handling with their pioneering, automated terminal at Schiphol Airport. It is this type of thinking, applied on a world-wide basis, which will enable the air freight industry to blossom into the transportation giant that for years experts have been predicting.

Gunnar Korhonen
President
FINNAIR



■ Finnair has particular reason to congratulate its fellow pioneer in aviation,

KLM, on the occasion of its 50th anniversary. During these years Finnish aviation also has benefited from KLM's development.

I should like to put special emphasis on the significance of KLM as champion of the freedom of the air and liberal aviation politics. Thanks to KLM's policy, Amsterdam airport has developed into an important international aviation centre.

Robert A. Smalley
President
HERTZ



■ Hertz salutes pioneering KLM on its 50th anniversary. As a pioneer in our own field, we have always enjoyed close and active relations with the worldwide air travel industry, jointly serving the "fly-drive" traveller. KLM's half-century of progress, like Fokker's 50 years of achievement, is a chronicle of vision, daring and hard work. It is the story of man conquering time and distance for the betterment of the entire race.

Don Emilio Navasqües y Ruiz de Velasco
President



■ 1969 is the year of the 50th anniversary of commercial aviation. In October, 1919, KLM was founded, maintaining its name ever since.

For years, Fokkers made in Holland ranged in a high percentage amongst the fleets of companies all over the world. For Spanish aviation they mean very much, for one of them inaugurated the first international flight, namely Madrid-Biarritz, of a Spanish airline. They are also a reality still, since in the Iberia fleet there are eight units of the propeller turbine engine Fokker F-27 *Friendship*, a symbol of the cooperation between both countries.

Shizuma Matsuo
President
JAPAN AIR LINES



■ It gives me true pleasure to congratulate your magazine on the occasion of the golden anniversary issue for the 50 years' remarkable contributions to world's civil aviation by KLM and Fokker. Your constant support and encouragement toward the enhancement of commercial aviation in Holland and abroad are truly impressive.

I would like to share with you the sense of pride and happiness of this auspicious occasion. At the same time I wish to express my highest regards to the management and staff of KLM and Fokker Aircraft.

D. J. Haughton
Chairman
LOCKHEED




■ A golden anniversary is a proud occasion. And in an industry as young as aviation, it is a remarkable event. So it is that we at Lockheed salute the pioneering achievements of KLM and Fokker in


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Jewelers since 1918

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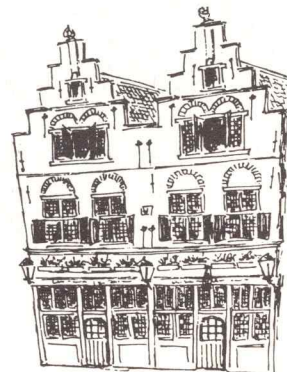
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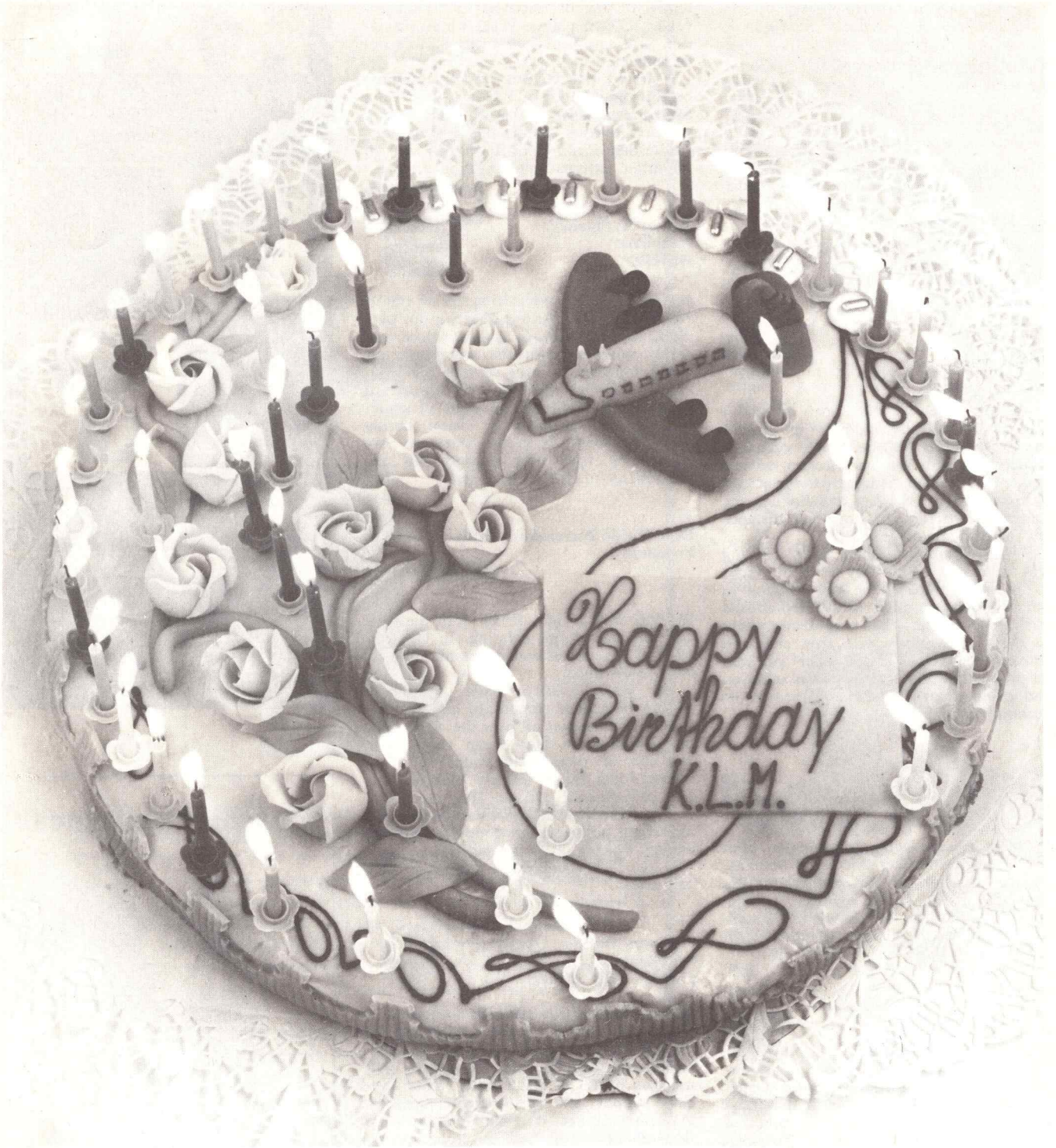
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to you - from***



their 50th year. The aviation world and travelling public owe much to both.

We are proud to have been associated with Fokker in the European consortium which produced the F-104 Starfighters. This venture proved to be the largest international programme in aviation history. And skilled Fokker craftsmen and engineers contributed greatly to its success.

We are honoured, too, that KLM, for more than half of its 50 years, has flown Lockheed transports — from the Model 15 Electras which it put into service in 1938, through the ocean-spanning Constelations and propjet Electras.

Hans Süssenguth
Member Executive Board
LUFTHANSA



■ My heartiest congratulations go to KLM and Fokker for five decades of successful efforts connected with the task to which we are all pledged.

I am especially happy about the fact that, from the pioneer years of civil aviation my company, Lufthansa German Airlines, has had close relations with both enterprises. We worked together with KLM in the days of the then still young IATA; Fokker aircraft ensured us trusty service in organisation and traffic during the twenties.

Today, all that is history, but a living and fruitful history, from which we can gather strength to solve the air traffic problems of tomorrow.

James S. McDonnell
Chairman
McDONNELL DOUGLAS



■ It gives me pleasure, on behalf of McDonnell Douglas, to help commemorate the 50th anniversary of two noted Netherlands industries, KLM and Fokker. Our association with both these famous companies is of many years' standing.

KLM is, to the best of our knowledge, the only airline which has operated every one of our commercial transports from DC-2 to DC-9.

In 1934, Tony Fokker was granted the European sales rights to the DC-2 and, with the purchase of two aircraft, KLM became his first customer.

Prof. J. Georgakis
Chairman
OLYMPIC AIRWAYS



■ On the occasion of this golden anniversary, the management and staff of Olympic Airways heartily congratulate KLM for its exemplary contribution to the role of commercial aviation.

The national carrier of Greece also congratulates KLM for being the first airline company to be established in our country — the birthplace of Daedalus, the pioneer of aviation.

Harold E. Gray
Chairman
PAN AMERICAN



■ Our bond to KLM is one of respect and admiration to an honoured member of our industry. Our bond to Fokker is similar, but has an additional dimension

in that it was a Fokker airplane — the F.VII Trimotor — that made Pan Am's first flight in 1927.

Looking back at the Fokker F.VII and its predecessors, it is difficult to grasp the achievements of aviation so far in the 20th Century. It is difficult to look at the wide-bodied jet transports and the supersonics now being flight-tested, and to realize that we've gone to a point of hundreds of passengers aboard a single aircraft and speeds beyond the speed of sound.

I look back with sentiment on the early days of aviation. And, I look forward with optimism and confidence to its future.

Sir Roland Wilson
Chairman
QANTAS AIRWAYS



■ We have been giving KLM free advertisements for years now — for whenever we mention Qantas is second oldest airline in the world we have to admit KLM is one year older!

As Albert Plesman was organising KLM, two young Australian World War I airmen, Lt. Paul McGinness and Lt. Hudson Fysh were seeking a landing field site through the outback. This led to the formation of Queensland and Northern Territory Aerial Services — Qantas — on November 16, 1920.

Our congratulations to a fellow-pioneer.

Jean van Houtte
President
SABENA



■ On behalf of SABENA I am very pleased to congratulate KLM and Fokker on their 50th anniversaries, and to wish them many more years of development and good fortune.

Karl Nilsson
President
S.A.S.



■ The 50th anniversary of KLM has a special meaning in that it coincides with the golden anniversary of airline cooperation. The official birth of the airline industry was in The Hague where six airlines representing Great Britain, Germany, The Netherlands, Denmark, Norway and Sweden met in 1919 to form IATA, the International Air Transport Association.

It is inspiring to note that three of the six founders of IATA were the forerunners of SAS, and that the spirit of cooperation within the airline industry is still as valid as it was 50 years ago.

J. C. H. A. van Stapele
Managing Director
SCHIPHOL AIRPORT



■ It is my pleasure to present, through Holland Herald, a cordial congratulation to two mainstays of Dutch civil aviation celebrating their jubilee, KLM and Fokker. More especially, because they both took their first strides in civil aviation at our national airport, Schiphol.

Was it not the Dutch KLM pilots of the early beginnings, Geysendorffer and Hofstra, who with a Fokker F.II from Schiphol secured for KLM and Holland

such a prominent place in international flying?

Today KLM ranks among the major air carriers in the world, while numerous airline companies successfully operate Fokker's F.27 aircraft, and are showing an increasing interest in its promising successor, the F.28.

A. M. Conradie
Chief Executive
SOUTH AFRICAN AIRWAYS



■ The two organisations now celebrating their 50th anniversary have good reason to be proud of their contributions to the development of scheduled air transport.

KLM was a foundation member of the forerunner of the present IATA. It has developed into one of the world's major airlines.

The Dutch Fokker aircraft occupy a distinguished place in civil aviation and the name Fokker *Friendship* is known and respected all over the world.

Dr. W. Berchtold
President
SWISSAIR



■ I welcome the opportunity to congratulate KLM and Fokker.

Swiss civil aviation, celebrating its own lifespan of five decades this year, realized the importance of Dutch know-how very early. Swissair itself made use of Fokker aircraft from its outset till the present day at one time or another. KLM showed how big the potential of dedicated people, even with limited means, can be.

George E. Keck
President
UNITED AIR LINES



■ As a representative of the oldest US airline, I congratulate KLM on its unique position as the world's first air carrier to arrive at a golden anniversary. Withstanding the test of time is an achievement in any industry, but more so in air transportation because of great and frequent challenges.

I also wish to congratulate the Royal Netherlands Aircraft Factories Fokker on completing 50 years. Contributions of Dutch Fokkers to aviation progress have been numerous and significant. To have come from the pioneer era into the Space Age is no small accomplishment.

F. C. Wiser
President
TRANS WORLD AIRLINES



■ Forty-three years ago Standard Airlines, later to merge with several other carriers and eventually become Trans World Airlines, began scheduled service from Los Angeles to El Paso, Texas. Its only airplane was a single-engine, seven-passenger Fokker F.VII.

Two years earlier and flying the same type of airplane, KLM undertook to establish an intercontinental air route between Amsterdam and Jakarta. Five years later the experiment became part of the airline's scheduled service and until World War II remained the longest air route in the world at 14,500 kilometres.

TWA salutes Fokker and KLM as they celebrate a golden anniversary in the world of flight.



The third building in from the right,
or, if you prefer, the fourth building in from the left,
is the new 17th century Amsterdam home of F. J. Cooper, the Philadelphia jewelers.
What will Mr. Cooper think of next?

There's just no stopping Douglas Cooper. He was given the reins of the family firm in Philadelphia (he's a third-generation jeweler) many years ago. He then opened an F. J. Cooper shop in Montego Bay, Jamaica. Next, he opened one in Old San Juan, Puerto Rico. And now, here's the latest in Amsterdam, Holland. Address: Herengracht 402. Drop in when you're in town.

Where to next? F. J. Cooper in

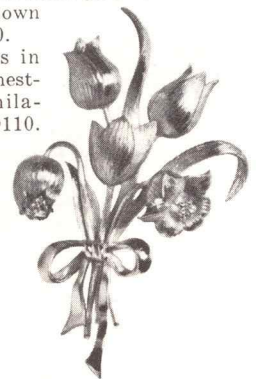
Rome? F. J. Cooper in Paris? F. J. Cooper in London? Or New York? Who knows? (Mr. Cooper knows, but he's not telling.)

One great thing about The Netherlands, aside from the joyousness of her people, is the rare genius of her goldsmiths and gemologists. Already our artisans in Amsterdam are outdoing themselves.

Their first finished work is shown below. (Not in the little box. That's

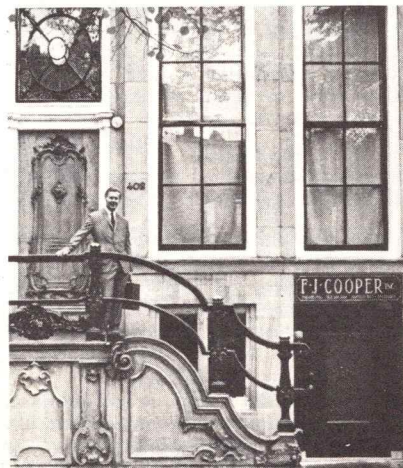
Douglas Cooper. But to the right.) It's an 18 karat gold tulip brooch created from one of Mrs. Cooper's sketches. Red and yellow 18 karat gold were used for the tulips. Shown actual size. \$160.

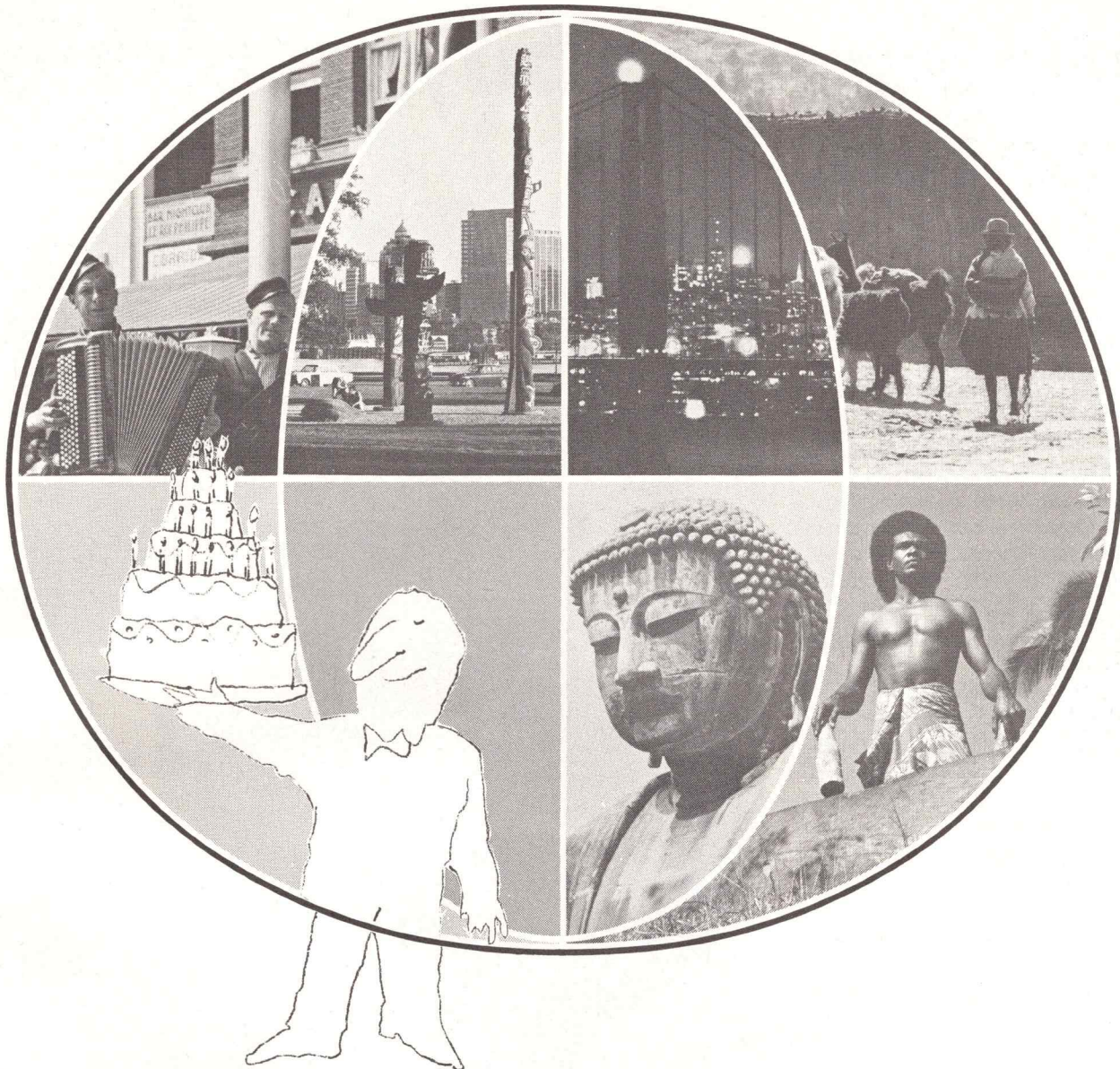
Mail address in U.S.A.: 1406 Chestnut Street, Philadelphia, Pa. 19110. Add 6% for Pa. delivery.



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To one great airline from another: Happy Birthday

Fifty years of flying is a record that KLM can be proud of. And we at CP Air would like to offer our congratulations to the airline and the Dutch aviators who made it all possible.

Of course we're not strangers to your country. CP Air has been flying over the Pole to Amsterdam since 1955, from Eastern Canada since 1965.

And we're always pleased to fly our Dutch visitors across Canada for business or pleasure. We now have five flights a day, each way, and we link Montreal to Ottawa, Toronto, Winnipeg, Edmonton, Calgary and Vancouver.

If our visitors want to continue on around the world, we are proud to arrange it. Because travel with CP Air is a global affair. As well as flying to Holland, CP Air is Canada's flag carrier to the South Pacific, the continent of Asia, southern and southeastern Europe, Mexico, Latin America and California.

So we know what it takes to run a great airline.

Travel with CP Air is a global affair



Air Jamaica buys a plane for fun.

Sure, some people fly to Jamaica on business.

But most people fly there for fun, for holidays on that luxuriant isle of sun, rum, orchids and calypso. And the vacation boom is growing fast.

So Air Jamaica's growing, too, expanding its jet fleet with an order for two Lockheed 1011 TriStars powered by Rolls-Royce engines. The first of these will start New York-Miami-Kingston service in 1972.

Why TriStar? Because it will be the perfect vacation plane. Up to 270 passengers will fly surrounded by super-comfort. A spacious cabin nearly 20 feet wide. Room-height ceiling. Wider seats and two broad aisles. Far more personal space. And seating only by pairs.

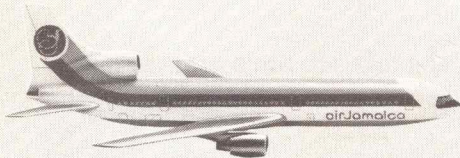
With its order, Air Jamaica becomes the sixth airline — the second outside the United States — to select TriStar to serve the growing number of air travelers in coming years.

To vacationers from New York and Miami, this will mean bringing that "island paradise" feeling right onto the plane. So that your holiday really starts, comfortably and perfectly, the minute you board.

Of course, if you have to fly down to Kingston Town on business, you'll still be warmly welcome on an Air Jamaica TriStar. After all, might as well make the flying part of your business a pleasure.

Lockheed 1011 TriStar

Lockheed-California Company, Burbank, California, U.S.A.
A Division of Lockheed Aircraft Corporation.





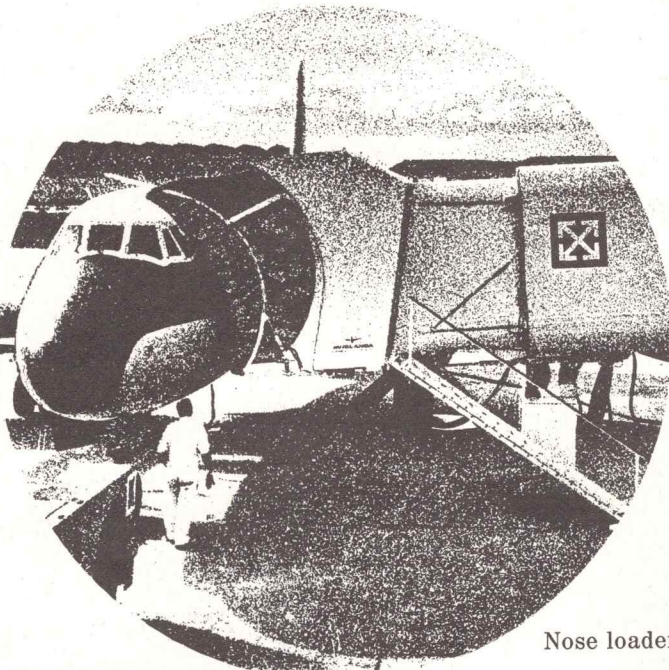
**The Flying Dutch boy congratulates
the Flying Dutchman**

MARTINAIR HOLLAND

Embark and disembark
safe, smooth and fast



Apron drive
gangway

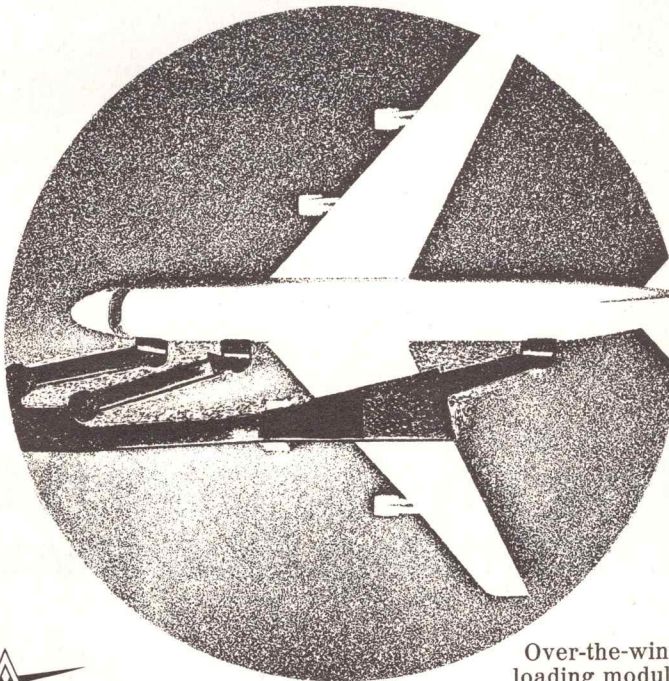


Nose loader

Aviobridge gangways are the answer to modern airport passenger handling:

- Apron drive gangway for parallel parking,
- Nose loader for nose-in parking,
- Over-the-wing for the Jumbo jets.

If you envisage the installation of passenger gangways - why not put Aviobridge experience to work for you. Write for literature to N.V. Aviobridge, Papendrecht, Holland.



Over-the-wing
loading module

Aviobridge is a member of the Fokker group.



AVIOBRIDGE

We're birds of a feather, KLM.
We like your style.
We like the way you're reliable, friendly, efficient.
We admire all you've done for aviation
in the last half century. From the first
scheduled passenger flight to the inspira-
tion of the magnificent Schiphol airport.



We like dealing with you. We're happy to have
flown thousands of your passengers from
New York to most United States business
and pleasure centres.



We look forward with you to the next
fifty years. To bringing the joys of flying
to millions in the supersonic age.

Ours
is a beautiful friendship, KLM.



EASTERN

Smiling faces going places.



rubber is such an elastic conception



With seven factories, where practically all rubbermanufacturing techniques are applied, the Vredestein Group plays a very great part in the rubber world.

Rubber is a relatively young product. Although rubber has been used for tyres much earlier the tremendous extension of the application of rubber started only after 1945. The Vredestein Group has contributed a great deal to this development by offering the right rubber composition and technique for every special job.

When reading the name Vredestein you probably think of tyres. However, a good many other rubber articles could make you remember the name of Vredestein:

fenders
dredging sleeves
tunnel seals
building profiles
conveyor belts

flooring
hoses
medical articles
foam rubber
shoes and boots
(and what not!)

VREDESTEIN

THE FUTURE...

■ It's a colossus with the world's superlatives at its feet. As long as a tramp cargo boat, as tall in the tail as a five-storey building, it will seat up to 493 passengers, with foot room and leg room like they've never had since the prewar days of Fokker's leisurely F.VII.

Come in, on 18 landing wheels, number 747. Boeing 747. The plane that will be rocking the credulity of international airports early next year.

KLM's six 747s are expected to arrive from January, 1971. The Dutch company has ordered the B type, which will carry a 353-passenger load at 625 mph over more than 6,600 miles non-stop. As with every other jumbo-jet operator, KLM is having to build a special hangar to accommodate the 747s. For present-day planes and hangars bear no comparison in size.

Boeing's latest brainchild spawns record statistics like a computer gone mad. The pilots will be sitting the equivalent of three storeys high, as though they were landing a Georgian house beneath them while sitting at the attic window. Each engine at their command will develop twice the thrust of the largest commercial jet engine in use today.

Inside the passenger deck, which is on a floor *below* the pilots, about three tennis courts would fit cosily. US General Curtis LeMay took one look along the deck and exclaimed: "I wonder if I could still kick a football that far?" It's more like the inside of a ballroom than an airplane. The Wright Brothers' first flight at Kitty Hawk could have been performed within the length of the 225-foot fuselage.

On each wing four World War I planes could sit comfortably. The area of the wings is larger than the total space in three 3-bedroom homes. Every 747 contains 4½ million parts, 150 miles of wire, costs a cool 20 million dollars.

And Boeing expects to produce up to 200 of them by the end of 1972, 500 by the end of '75. At peak they will be rolling out of the specially-built factory at Everett, 25 miles from Seattle, Washington, at the rate of two a week.

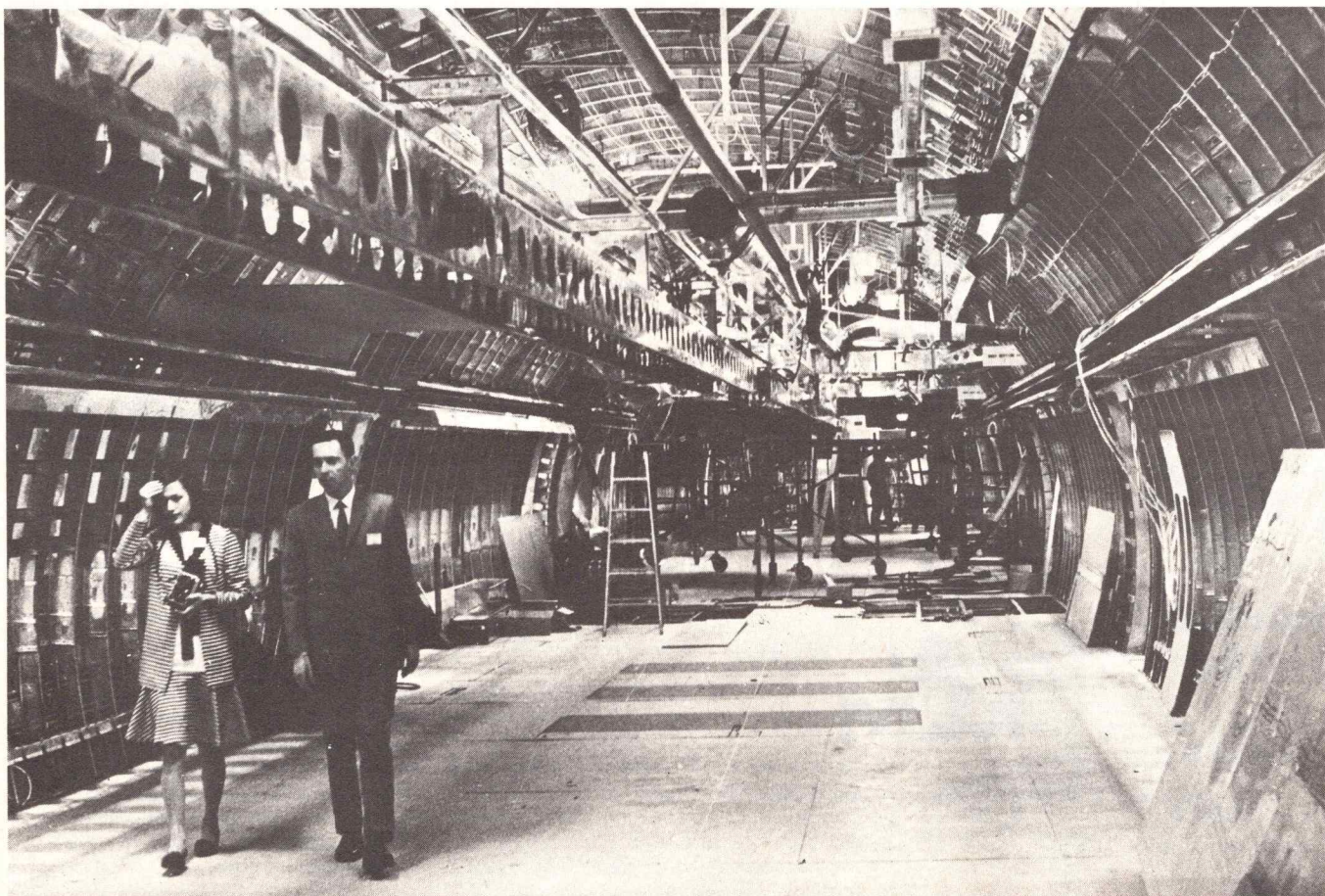
The 747 story is America just as Americans would like it to be. Boeing lost a contest to Lockheed to build the mammoth C.5 troop transport — but did not lose heart. They decided to convert their big-plane know-how into making a civilian craft, and several million dollars later peeled the 747 off the drawing boards.

This was only 3½ years ago and they had no factory big enough to deal with the project. So they started to clear pine forest land to the north of Seattle, to build highways and bridges out to

AND THIS, THE BOEING 747, IS THE GIGANTIC SHAPE OF THINGS TO COME



Up, up and away for the big time . . . love at first flight for the pilot who is three-storeys high
Below, not the aircraft factory floor, but the shell of the aircraft itself — at the Seattle factory



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pays homage and respect to
the world's oldest airline:



MAY K L M KEEP GROWING AND PROSPERING!

the isolated spot. Today they have the world's largest building under one roof, 50 acres no less, 205 million cubic feet. Altogether, 780 acres of erstwhile forest land are now being built on, and a workforce of 21,000 moves into Everett each day. It will increase to 22,000 daily at peak. All of them producing just the one type of aircraft — with 25,000 people sub-contracted on the plane throughout the US.

So far, the 747s to roll through the massive hangar doors have been test planes only, working out a harrowing programme of recording and monitoring. When the first plane took to the air, February 9, test pilot Jack Waddell reported: "I'd call it a two-finger plane. It has such a light responsive touch."

Leading a crew of three, Waddell was seated above the largest amount of test instrumentation ever carried aloft in a commercial aircraft. The flight recording and monitoring equipment is yielding about 1,300 different measurements, plus motion pictures of the flight control surfaces, crew, recording instruments, runway and underside of the new jetliner. Some of the data on vibration and control surface movements is telemetered to the ground for analysis while Waddell is still airborne.

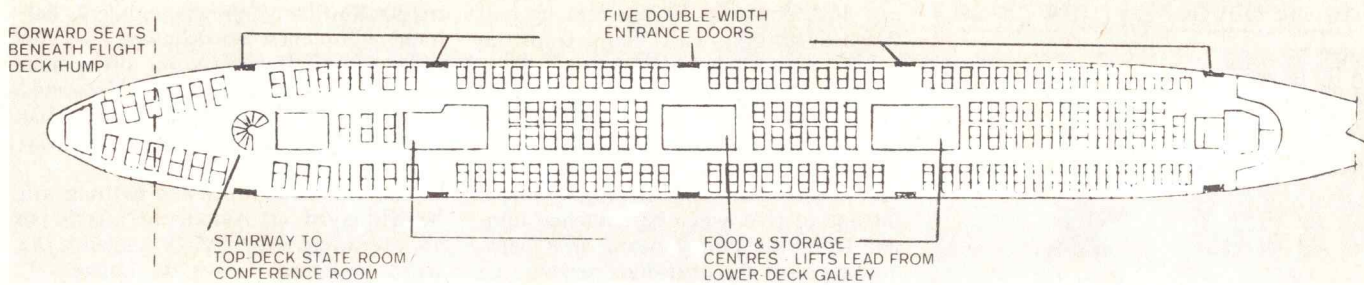
When Pan Am passengers take the air on the first 747 commercial flight in a few months' time, they will be sitting in the most thoroughly tested piece of machinery of all time. But how will they feel — will they be human beings awed by statistics, unable to believe that 490 people can be lifted off the ground, ten abreast, in a jet the size of a small factory?

Well, to begin with, most airlines have, like KLM, opted for seat layouts of about 350—380. Most have abandoned the original talk of 490 "thrifty" seating, of long-haul flights for bargain fares. The spare space will be used for such frills as 7½-foot movie screens, larger seats with only nine passengers abreast instead of 10, and a penthouse lounge on the upper deck that will convert into a conference room, stateroom, or family suite.

The "upstairs" room is a design feature of the 747. And a design bonus. The original concept was for a plane with a straight-through passenger lounge that would allow uninterrupted loading through the nose when in the freight version. But nose-loading is impossible with the conventional captain's cabin on passenger-deck level. So the flight deck was moved up, necessitating a hump on the 747's back.

When rounding off the hump aerodynamically on the drawing board, it was realised that an extra compartment had been created to the rear of the crew. This was then connected by spiral staircase to the passenger deck, and the possibility of a "sheikh's parlour" upstairs was created.

Downstairs from the passenger deck



Take your seats soon — in a typical 747 cabin planned to carry about 350 passengers

are the cargo holds and kitchens. Food will be sent up on lifts!

Now Boeing have the task of persuading passengers into the 775,000 lb. giant. They are pointing out that comfort will increase, rather than overcrowding. There will be space to walk around in the 747, enclosed racks to take the handbaggage which now litters aircraft floors, wardrobes that store coats automatically.

Five double-width doors on each side of the plane will allow passengers easier access than today's large jets. Boeing claims a turn-round-time equal to a 707 or DC-8, even with 2½ times as many passengers.

But will airports be able to deal with the giant that could become an ogre, if not properly handled? As KLM chiefs said years ago: "The airline battles of the '70s will be fought on the ground."

Footnote: KLM has decided that the six Boeing 747 jumbo jets to be delivered in 1971 will all bear names of rivers. The first, due in January 1971 will be *The Rhine*, while *The Mississippi* will follow in April. The remaining four aircraft will be *Rio de la Plata*, *The Amazon*, *The Ganges* and *The Nile*.



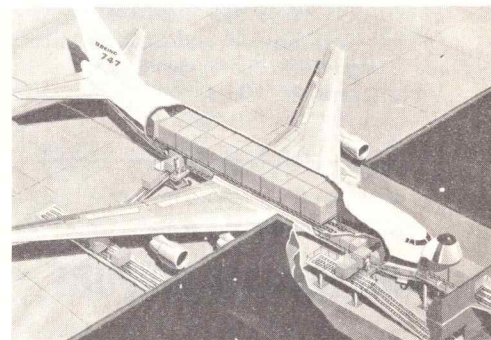
View of the aisles . . .



. . . an upstairs, too



The "sheikh's parlour"



Under hump: straight-through loading

■ "One day we shall lift something really significant off the ground," said veteran KLM pilot George Malouin, staring up at the Boeing 747's towering nose cone. "All my life I've looked forward to bigger and bigger aircraft. I flew in the first Super DC-8s, but all these are still tiddlers, even the 747, compared with what's to come.

"I agree with Jack Waddell when he says the bigger the aircraft the easier it seems to get. With this latest aerostability apparatus there's no need to fear size. And look at the landing wheels of the 747 here — 16 of them plus two nose wheels, all with refined shock-absorbing equipment. It'll be like landing a spring mattress."

Malouin, 57, retired two years ago as one of KLM's most experienced pilots. He is now the Dutch airline's liaison man at Everett, Washington, for the 747 purchases. He has an office near the main assembly shed and keeps

But this is still a tiddler, says the superpilot

in constant touch with management, design teams and test pilots. Waddell and crew he knows like brothers. "Now there's a great pilot, because there's a young old pilot, or an old young pilot, whichever way you like. He applies and appreciates the history of flying, knows exactly what he's doing, and why.

"I don't like to reminisce, but the pilot arts of the early days are still necessary. One needs to remember the days of celestial navigation, even if not using it — days like when I used to clean the navigation dome with Bols gin, to see the stars clearly."

Malouin ended his KLM flying days as Fleet Captain, having been Chief

Pilot Atlantic for years. He was known, to quote a fellow-pilot, as "the top man on the North Atlantic. Ideas he had ten years ago are being taken up now. He was also the skipper with the tightest ship. Everyone was on his toes when George was aboard. If he said fly at 600 mph he would not expect 598."

Pioneer navigation by Malouin and his associates led to KLM's reputation for good Atlantic routing. They are the best navigators across the Atlantic, said the UN organisation for civil aviation, ICAO, last year.

Analysing 1,500 flights between Europe and North America by all airlines, to see whether horizontal distances between planes could be reduced from an obligatory 216 kms to 162 kms, they came to the conclusion: If all 39 users of the air space had the same navigation standards as KLM, the reduction would be possible.

American-born Malouin joined KLM

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LEIDEN

just after the war. Before that he had flown everything with wings, from the sailplane he built as a teenager. Age 14 he taught himself to glide, age 16 he flew solo after only 39 minutes with his biplane instructor.

But he had taken to the air even before that. His first solo flight was at the age of five, when he launched himself from the pulley beam of a barn, holding aloft the next-door neighbour's horse-carriage umbrella.

He was unable to sit for some days.

Where you can fly through the era

■ An aviation museum? Yes, it's that too, but don't call it one because that sounds like only a place with old planes and things lying around waiting to be looked at.

So call it Aviodome. There's a difference under the curved and gleaming roof that catches the traveller's eye as he enters the main gate of Schiphol Airport.

Aviodome, built this year to salute the 50th anniversaries of KLM Royal Dutch Airlines and Fokker Aircraft, is meant to give insights into the past, present and future of the world of flying. By 1970, when displays and equipment are fully installed, the evolution of aviation will be depicted under the dome.

The showpiece and top attraction, believes director Lodewijk de Lange, will be an amphitheatre with a you-are-there environment to give visitors an inside look at the functioning of a modern airport. "With film projections, painted backgrounds and other accoutrements," says de Lange, "spectators will see how planes are guided into Schiphol and the activity on the field as the plane comes in. Then there will be a pilot's-eye view of the landing, showing the flashing lights and indicators and the view from the cockpit."

There will be thematic exhibits of several aspects of air travel. "You can see the line of development of passenger transport," de Lange says, "in only three planes: the Fokker F.VII, the Douglas DC-3 and the cabin of a

modern airliner." Ancient gliders, balloons, bi-planes, gyrocopters — you name it and if it has ever lifted man off the ground, it will be represented in a manner to show the role it has occupied in the development of aviation.

The key is relevance and nothing will be displayed at Aviodome merely as an interesting curiosity. "I'm against the word 'museum'," says de Lange. "If the original Spirit of St. Louis were offered to me, I'd say No unless I could sell it tomorrow and buy something else."

There will be a space-travel exhibition. Yet another section will make highly-educated guesses on the future of earthly aviation, including mass-transit craft which take off and land vertically.

De Lange, 60, was for seven years director of the more conventional air museum at the old Schiphol Airport; previously he headed KLM's pilots school for 11 years. He was chosen to direct Aviodome by the foundation owning it, formed jointly by KLM, Fokker, the Schiphol Authority and to a lesser extent, other Dutch corporations.

Most imposing aspect of the new building is the R. Buckminster Fuller-esque dome. Seventy feet high and 185 feet in diameter, it is constructed of 1100 diamond-shaped aluminium panels. Cost of construction and the land purchase totalled \$1.25 million.

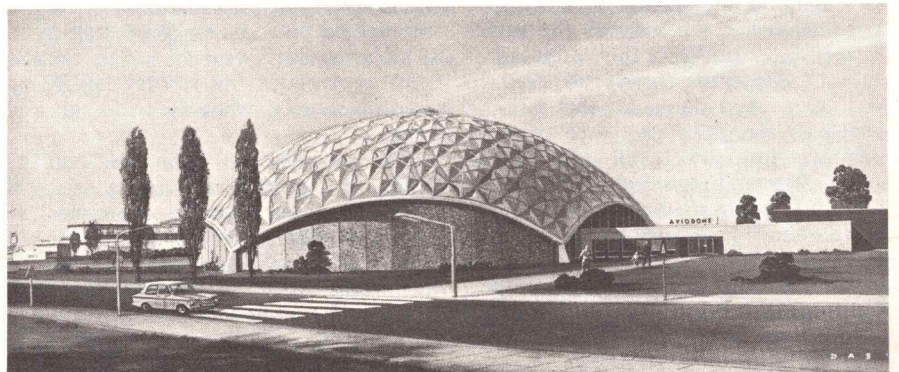
And the value of the building's contents? "How do you put a price on things like a gyrocopter built in 1932 and still in flying condition?" asks de Lange laughingly. "It's worth whatever a man will pay for it!"

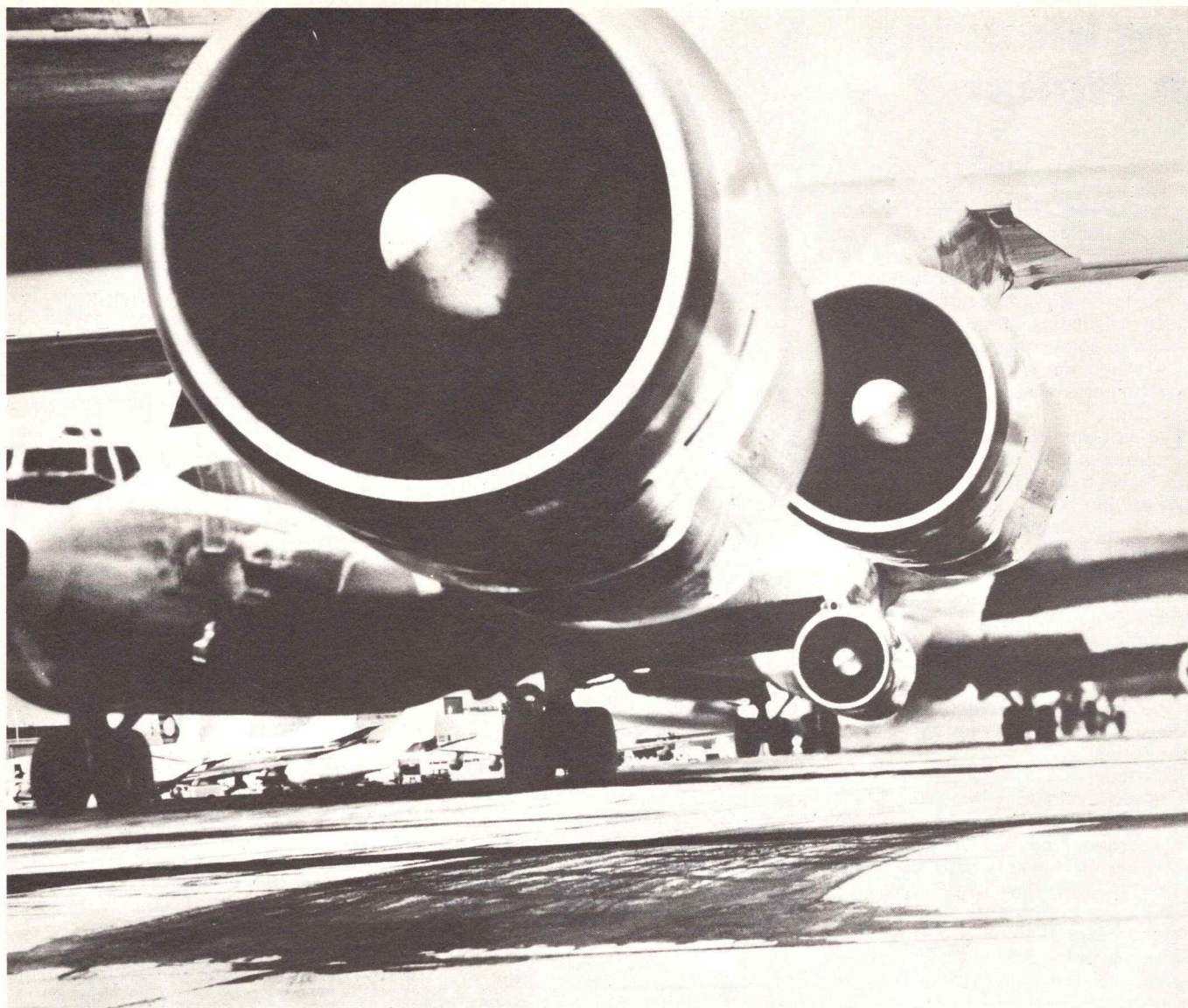
Forward in freight

■ "The growth of air freight will accelerate with the coming of the larger type of freighter and more automated equipment at the disposal of forwarders and airlines. We in Europe are still only in the early stages of this expansion."

The prognosis of Jan Schenkels, Dutch regional manager, Western Europe, for the Emery Air Freight Corporation of America — one of

Aviation's evolution: the futuristic big top for the past, present — and future





Hertz has more cars at Schiphol Airport than Schiphol Airport has planes

Now that you've been duly impressed with our size, we hope you'll be equally impressed with what it means.

Having more new Fords and other fine cars for rent at Schiphol Airport (and most other major airports all over Europe) means that you get a large choice of large cars and small cars. And you can usually get the exact size and type you request. Try that at someone else's rent a car company.

Having enough cars means we have enough time to give each car a careful 19-point check between rentals, our policy throughout Europe.

It means that we have enough cars to let you rent one and leave it anywhere we have an office. Which is practically everywhere.

It means we can reserve a car for you in more than 100 countries at no extra charge. With a telephone call to your local Hertz office or travel agent. (You can also reserve a Hertz car through your airline.)

We've got more than cars, too.

Hertz provides you with free road maps, currency conversion tables, an international charge card and fool-proof directions to get you across borders.

We give you a lot more reasons to go with us. We've got to.

You see, we've got all those cars at all those places, like Schiphol Airport.



Engineering in Holland

It is a Dutch habit to accept a foreign word untranslated rather than to create a new Dutch word. This happened to the words "engineering" and "contracting", which have recently become part of the Dutch vocabulary.

"Engineering" and "contracting" are words originating from the United States and comprising activities requiring a whole range of skills, of which project management is one of the most important.

The necessity to have local engineering talent available in Holland has long been recognized by the Dutch.

Comprimo N.V., a company founded in 1924 and originally specialising in the famous Edeleanu process used for purification of petroleum products, immediately after the second world war anticipated the demand for engineering and contracting services.

The development of Holland from an agricultural into an industrial country has considerably contributed to the success of this firm as an engineering organisation.

It is independent — a limited number of shareholders each having a minority — and has a staff of some 600.

The present activities cover oil refineries, chemical plants, fertilizer complexes, and, in view of the growing need for engineering in the nuclear field, has since 1956 developed nuclear engineering activities.

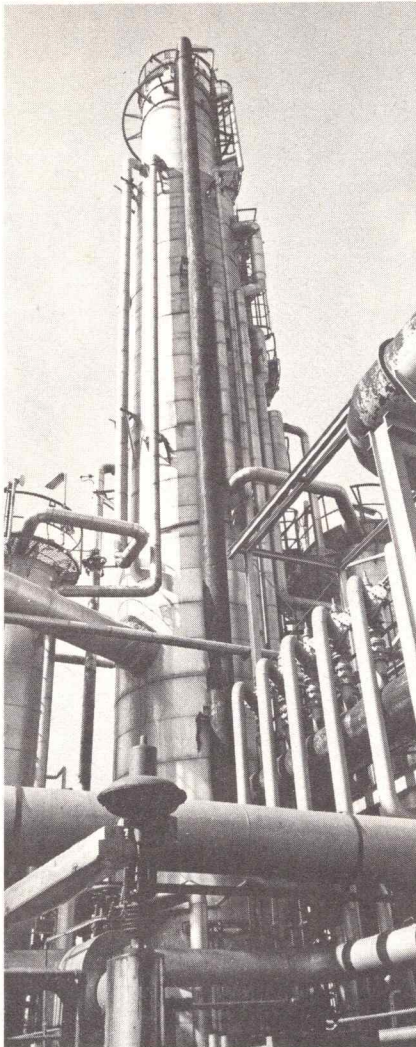
Comprimo has specialist departments for all professional engineering services such as process-design, civil, mechanical, electrical, instrumentation, procurement and construction supervision.

As a modern organisation Comprimo has its own computer centre.

The execution of the jobs is fully integrated by the Project Management, which coordinates the work of all professional departments and which is responsible for quality progress and costs.

Comprimo is flexible with respect to the type of contract it accepts.

Contracts range from process design packages to turn-key supply of complete plants, either as main contractor or in joint venture with other companies, in any country in the world.



Designs can be made in accordance with any required code, using the metric or English measuring system.

Texts can be in Dutch, English, French or German.

Some of the projects recently completed or undertaken as main contractor or in joint venture are:

On turn-key basis:

The supply of refineries, an aromatic plant, an epichlorhydrine plant, a catalytic cracking installation, sulfur recovery plants, treating plants for radioactive waste.

On basis of supply of services:

Design of refineries, various chemical plants, a urea plant, catcrackers, a nuclear swimming pool reactor.

If you would like to know more about Comprimo, please write to Comprimo, Commercial Division.

KLM's biggest air-freight forwarding customers.

And already the airline's freight business is booming. Last year, 1968, saw it break through the "tonnage barrier" when total air freight carried topped the 100,000-ton mark. "The air freight growth has been constant since 1946," says Dirk W. van Rietschoten, head of the freight department at Schiphol airport. "And, last year, we handled 112,000 tons."

In its 50 years, the Dutch airline has built up an international reputation for the careful and speedy delivery of cargo. "After all, we Dutch have always been carriers," says Rietschoten, who now supervises one of Europe's biggest and most modern freight centres. Already covering almost 22,000 square yards, the Schiphol freight terminal is now scheduled to be enlarged even more.

"Freight accounts for about 23 per cent of the total traffic income of KLM," explains van Rietschoten. "This figure is one of the highest in the aviation industry. Air freight is flown almost 50-50 in passenger and pure freighter aircraft."

KLM operates DC-8s and DC-9s for its freight flights. The DC-8 carries more than 36 tons of freight loaded on 13 pallets, while the smaller, DC-9 takes eight pallets.

"One of the big advantages is the use of the DC-9 rapid-change aircraft, which carries passengers by day and then, with the seats removed and stacked, takes freight at night," says van Rietschoten.

Much of KLM's success as a freight carrier is the result of better use of its aircraft capacity, careful market research into shipper's needs and the relation of speedy delivery to costs.

Emery Air Freight, the largest air freight forwarding company in the world, was quick to see the quality of service offered by KLM. And, fittingly, Dutchmen hold two of the Emery's most senior posts outside the boardroom: Schenkels, who directs operations from his Rotterdam headquarters, and Arie Montfrooy is in charge of day-to-day running for the Benelux and Scandinavian countries at Schiphol.

Superjet plug-in

■ When numbers and things get a bit complicated in this modern world, the prudent planner is usually the one who lets the computer do it. So KLM is all set to plug in the computers when the super-jets, with their enormous passenger capacities, add some happy complications to the process of reserving seats.

The first of six Boeing 747B aircraft will cross the horizons of KLM early in 1971, flying more than twice as many passengers as present planes. The booking challenge will be met by a computer centre, now being built on the site of KLM's future head office, which



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The computer centre represents one-third of KLM's \$12 million investment in a 16-acre complex at Amstelveen. Just south of Amsterdam, it is two miles from the outgrown offices at Schiphol-East and five miles from ultra-modern Schiphol Airport. Construction is shared by the firms of J. P. van Eesteren and H. P. Voormolen of Rotterdam. The head office, to house 850 employees, will be star-shaped — each of three wings to be 200 feet long and 100 feet high.

The computer centre will have a star too — the IBM system 360-65, a Siamese-twin sort of computer which

is to be the core of the reservations system. Direct, high-speed data lines will connect the system with "Display Terminals" in major booking offices around the world.

The Raytheon-made Display Terminal resembles a combination of a television set and a typewriter. The keyboard enables the reservations clerk, perhaps half a world away from Holland, to type out any request a passenger may have. The request appears on the screen, a press of the button and it's fed to the Amstelveen computer. In seconds the computer's answer flashes on the screen, confirming availability of a seat or offering alternatives, and telling the customer what he wants to know about hotels and car reservations, special diets available in flight, and the like.

It's the latest in a long line of computers for KLM, which obtained the first one in Holland in 1959. KLM's computer installations have overflowed a succession of accommodation areas. But it won't happen again soon, says a spokesman of the airline's automation bureau. "The new building will have 3,100 square metres of floor space including 1,500 square metres for present computers. The remaining space will first be used for offices, but they can be removed — which we hope will provide expansion potential for our computers for the next 20 years."

That's the trouble with trunk routes

■ It was 1946. KLM First Officer Johannes Abspoel was happily at the controls of the aircraft between Akyab and Rangoon in Burma when suddenly he saw . . . an elephant, at around 3,000 feet. The captain confirmed the "vision"



Abspoel . . . and his early F.VIIa



and Abspoel determined to prove that they did not have the d.t.'s. "When we landed, the airline explained that the day was a local festival and the elephant was, in fact, an elephant-shaped balloon."

Today Johannes Abspoel is seeing no elephants while he heads NLM, the Dutch internal airline which connects Amsterdam's Schiphol airport with the provincial cities of Groningen (via Enschede) and Maastricht (via Eindhoven). Although NLM is losing money as short-distance services invariably do, the future looks bright.

"In its almost, three years of operation the number of international passengers flying to or from the cities and Schiphol has risen from 35 per cent to around 60." The number of passengers using the services has risen from an

BUT SOME SUPER IDEAS NEVER GET OFF THE GROUND



■ After the Super DC-8 comes the Douglas Super-Super DC-8, specially designed for operations on both long and short haul flights (of the imagination, that is).

Noting the trend towards bigger and bigger jetliners, editors of KLM's highly-popular house newspaper *Wolkenridder* (Knight of the Clouds) de-

cidated to design their own, tongue-in-cheek jumbo.

Their idea was that for short distances, say between Amsterdam and Rotterdam, the Super-Super could be parked at some central place like Alphen aan de Rijn. "Then passengers could board at Schiphol through the rear entrance and disembark at Rotter-

dam airport via the front door — a big saving on fuel and landing fees," explained the *Wolkenridder* caption.

Suggested inducement to buy one of these "giants" was the free gift of a Super-short DC-8 with every order. "Cunningly designed without engines or main wings, it uses a minimum of fuel and parking space."

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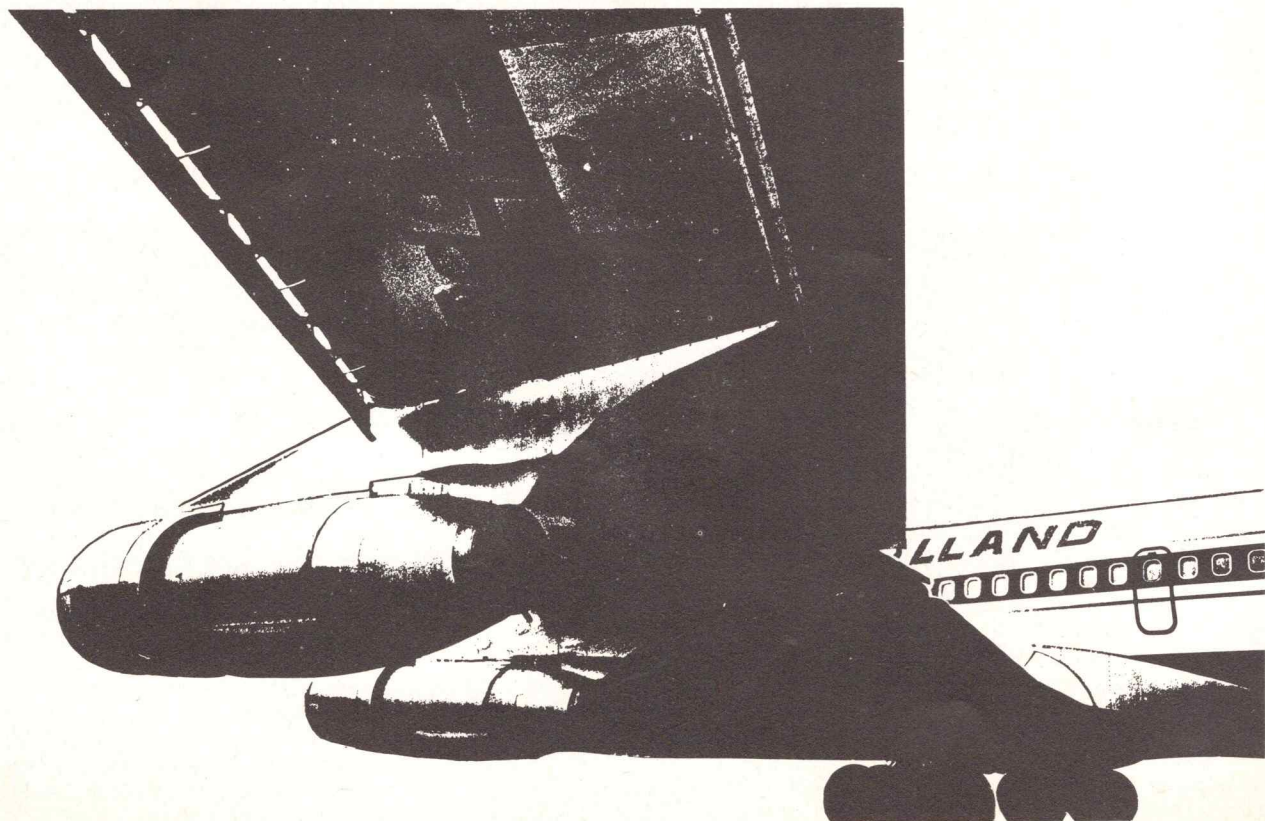
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original 57,000 to 85,000 in the financial year ended last April. "We estimate that the figure will be 110,000 in the coming year," says Abspoel.

NLM, a wholly-owned KLM company, operates two Fokker Friendship aircraft leased from the Royal Dutch Air Force and flies a third KLM *Friendship*. With crews detached for up to two years from KLM, the domestic airline flies four times a day between Amsterdam and the other cities.

Fittingly, ex-pilot Abspoel was in at the beginning of domestic flights in Holland. "In 1931 KLM started a service from Rotterdam to the island town of Haamstede — a 25-minute trip. This was very successful, but when we extended the service to Flushing it was not very well received," he says. "The service was flown in a Fokker F.VIIa, with 10 passengers, sometimes 11, as people were allowed in the cockpit in those days."

After World War II, Abspoel became one of KLM's most experienced pilots, flying to all parts of the world. "Then, in 1956, I was grounded and became manager of flight operations, where I stayed until January 1966 — when KLM asked me to investigate the possibility of restarting domestic services."

After the sea war — the C challenge

■ Some 13ft. above the spot where the runways now stretch for miles, in the extensive polders of the Haarlemmermeer, a naval battle raged between the fleet of the Prince of Orange and a Spanish fleet in the fight for freedom waged by The Netherlands (and won) against Spain in 1573. And now, nearly 400 years later, the airport of Schiphol on the site of the battle, is preparing for another invasion — by the jumbo jets and short take-off airbuses.

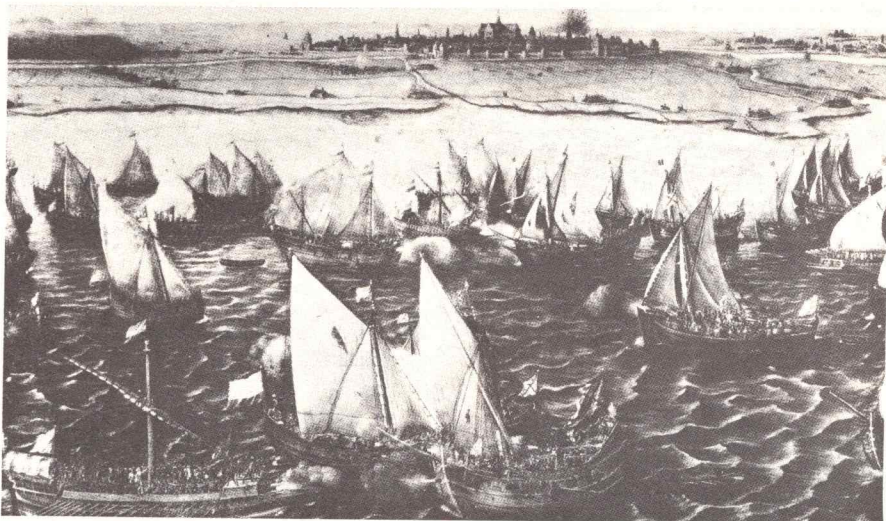
At present the three A, B and C piers can take 25 parked aircraft with passengers (four million a year) moving along covered walkways and moving pavements.

"Now," says deputy publicity chief for the Airport Authority Roel Wijnholt, "work is starting on extending the C pier which will accommodate both Boeing 747 and airbuses in 1971."

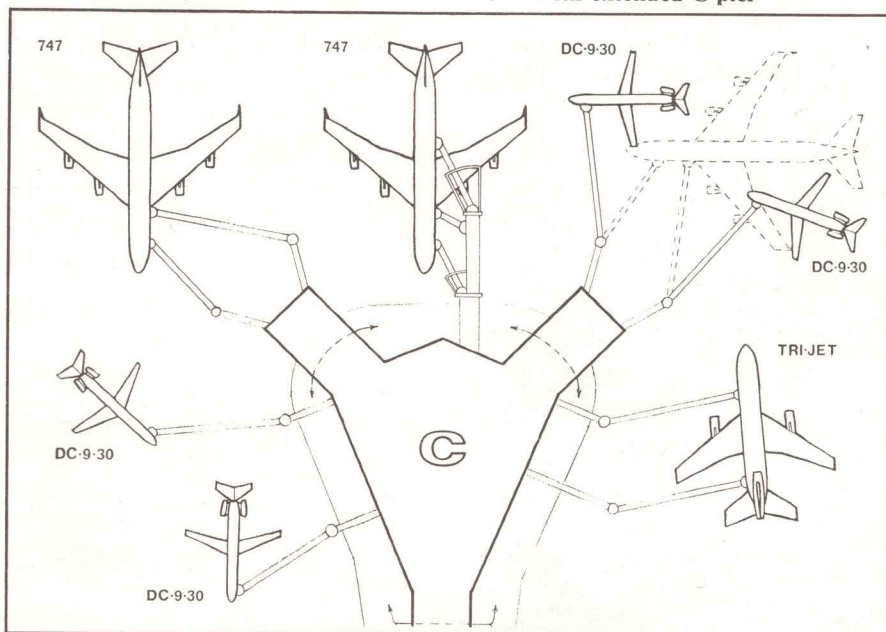
Once the experience from the C extension has been digested, work will start on increasing in size and handling equipment the A pier to the left of the main terminal building. "This will be used only for the 747s," says Wijnholt.

While a government committee in The Hague is debating the possibility and the positioning of a second international airport for Holland, Schiphol forecasters are hard at work planning extensions which, in 1975, will have to deal with some eight million passengers annually and more than 300,000 tons of freight.

Long-term developments include



Above, as it was: Below as it will be — with extended C pier



parking space for 45 aircraft, a second terminal building and passenger capacity of up to 25 million a year. "People laugh when we talk in these terms," says Wijnholt, "but in Chicago today they handle 20 million."

The forecaster

■ With not a crystal ball in sight, Sergio Orlandini can see an "insatiable demand" for air travel in the future. And because such a relatively large percentage of the world's population has never flown, saturation point in air transportation is not likely to be reached "for a very long time."

Such deductions are among the reasons why 48-year-old Orlandini is head of KLM's central planning and research bureau. "The bureau was set up in 1966, after KLM's reorganisation. Now we carry out corporate planning for the whole organisation — from freight to charters and technical specification of aircraft."

Last month Orlandini, after discussions and recommendations from

the various divisions of the airline, presented his latest Five-Year Plan (1969—1974) to the Board. "We have to try to forecast the technology, capacity, fleet size and the economic picture during that time so that we can make a profit for the company and a high-standard operation covering not only First Class passengers, but the whole range of flight operations."

Working in an industry with a fast growth rate, forecaster Orlandini has to present, via his 300 staff, a report on a more integrated and sophisticated airline. "It is like a complicated Swiss watch which used to be a cuckoo clock."

For air transport in the future, including all aspects of profitable flying, Orlandini has the greatest praise for the present stretched version of the Douglas DC-8 and DC-9. "Then we will come into the age of the airbus or tri-jet and the Boeing 747."

Up to the late '70s, he forecasts, the stretched airbuses and jumbos will reign supreme, but "for those who can afford it", air travel will be supersonic.

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1 Which plane (above) led to talks with Albert Plesman and to KLM's first flight? Clue: a field at Maaldrift.

2 Name the warming items given to early KLM passengers.

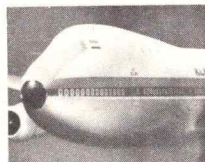
3 The tailplane of which famous plane is this? Clue to look for elsewhere in Holland Herald: the number 44.



4 How many Boeing 747's have KLM ordered and after what will they be named?

5 What is the title of the special 50th birthday song written for KLM?

6 Which plane has the hump — a design innovation of the future?



7 How many Daf cars would go into one cabin of a Boeing 747?

NOW-YOUR

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8 In which airport would you find the Rembrandt Room?

9 Name the Dutch town where the KLM computer HQ is being built.

10 Whose early flying was with spiders — man who founded an aviation industry?



11 Who is today's president of KLM?

12 How long did it take to fly from London to Amsterdam in 1920; how long does it take now?

1.

2.

3.

4.

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12.

25. WHY-I-FLY SLOGAN

(fewer than ten words) -----

GOLDEN CHANCE



13 Guess the year of the poster (above). The answer is not in the rest of the magazine.

14 Who were the male and female stars in the film "The Flying Dutchman"?

15 Which DC "got away"?

16 Over which country did Johannes Abspool see an elephant?

17 In which year was the Dutch National Aerospace Laboratory founded?

18 Which plane landed in Paramaribo on KLM's first transatlantic flight?



13.

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18.

19 Which was the first Lockheed aircraft to be operated by KLM?

20 Which new jet aircraft has been dubbed "The Flying Boardroom"?

21 Which President of the United States helped put KLM back on to its feet after the war?



22 Name the pilot, and his plane, who first crossed the Pacific Ocean in 1928?

23 Which Government Minister asked: "Why begrudge a small man a tall hat?"

24 In which year did KLM perform its first "Flight of the Bumble Bees"?

19.

20.

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22.

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24.

MAIN PRIZE

Either:

- If European winner, air trip for two, KLM Royal Class, to New York, and week's accommodation in Amsterdam en route.
- If non-European winner, air trip for two, KLM Royal Class, from anywhere in world to Amsterdam, plus week's accommodation in Amsterdam.

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- Bistro La Forge, dinner and wine for four
- Bols, one case of advokaat and one case liqueur
- Dutch Dairy Bureau, assortment of cheese
- Heineken, supply of beer and mugs
- van Moppes, gold and diamond brooch
- Omega, Speedmaster watch (of type that lands on moon with US astronauts)
- Parker 45 Flighter pen set
- Philips, one Cassette recorder, one pocket memo miniature dictating machine
- Ritmeester, deluxe box Dutch cigars

ALL ENTRANTS to this contest must be Holland Herald subscribers. Non-subscribers may qualify immediately by putting a cross in the appropriate square below and forwarding a cheque/money order with their entry. All answers, except where stated, can be found within this special issue of Holland Herald. If more than one entrant answers the first 24 questions correctly, prizes will go to the writers of the best Why-I-Fly slogan. No employees of Holland Herald, or of KLM and its associated companies, or their relatives, are allowed to enter this contest. Tickets will not be transferable or able to be exchanged. Entries must be received before Sept. 10, 1969.

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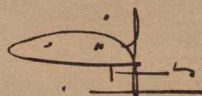
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