

Syracuse China

News

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1947





Howard Baumgardner, Superintendent of American Airlines Catering Service, inspecting Special Service trays equipped with Syracuse "Airlite" China.

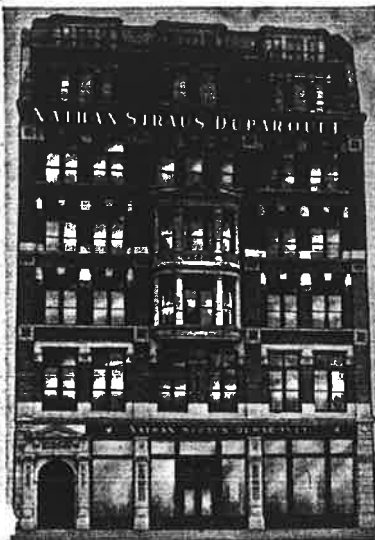


Vehicle for "flying china," the giant, four engine DC-6 Flagship, first of American Airlines' post-war domestic fleet of 150 planes.

The making of Syracuse China is a skilled and exacting job. Each step in the process requires special training and not a little experience. Thus, day in and day out, a Potter is very involved in his own particular operation with justifiable pride in his contribution to the finished product. But since ware is made to be used, let us follow the finished product through the shipping room door and see for ourselves, our own handi-work, Syracuse China in Service.

NATHAN STRAUS—DUPARQUET

To better understand how Syracuse China is "inducted into service," it should be pointed out that all of our "hotel ware" is handled



The new Nathan Straus—Duparquet location, occupying the entire building, in which are located all operations including show rooms, offices, warehouse, packing, shipping, and receiving.

SYRACUSE
SINCE 1871
China in Service

through special distributing agencies, who act as the direct contact with the customer. In this service capacity, is Nathan Straus—Duparquet, Inc., distributor of Syracuse China for approximately 30 years, and one of the Country's "oldest and largest suppliers of hotel and restaurant equipment." Recently re-located at 33 East 17th Street, New York City, this concern, under the leadership of President S. R. Sperans, continues its famous policy of "Complete Service" whereby a customer may plan and order all services necessary for equipping an entire hotel, restaurant or institution from glass, china, silverware to kitchen equipment.

AMERICAN AIRLINES, INC.

One of the more unique and very modern accounts of Nathan Straus—Duparquet is the American Airlines, Inc., the first to use china in actual air service. Yes, that china is Syracuse "Airlite" (or Aquila), the first lightweight fine china to be successfully designed to meet the needs of the ever growing airlines. The production of "Airlite" was made possible only by many months of experimentation and radical design change.

China coupe plates and dessert dishes have been used by the American Airlines on the DC-4 ships since February 1st, 1946. These two items plus the china cups are now used on the DC-6 service which was inaugurated

April 27, 1947. At the present time, the airline estimates that 7,000 meals are being served per day with an expected increase to 10,000 per day within the next 18 months. That's quite a total of food, people, china and airships!

AIRLINE MENUS

Some very fine foods are served on Syracuse China, and the American Airlines indicate that the most

"preferred dishes" of air travel are the Fried Chicken and Chicken Pot Pie with Biscuit ping. One look at the recipes which these foods are prepared leaves no doubt as to why these dishes are so popular.

To further whet your appetite we quote from a sample menu for DC-6 Day plane, Sleeper Service.

Frozen Fruit Cup, Celery Radish Rose, Fried Chicken, Termed Rice with Peach Half Salad with Cucumber V (French Dressing), Parke Rolls (butter), Peppermint Candy Ice Cream, and three beverages.

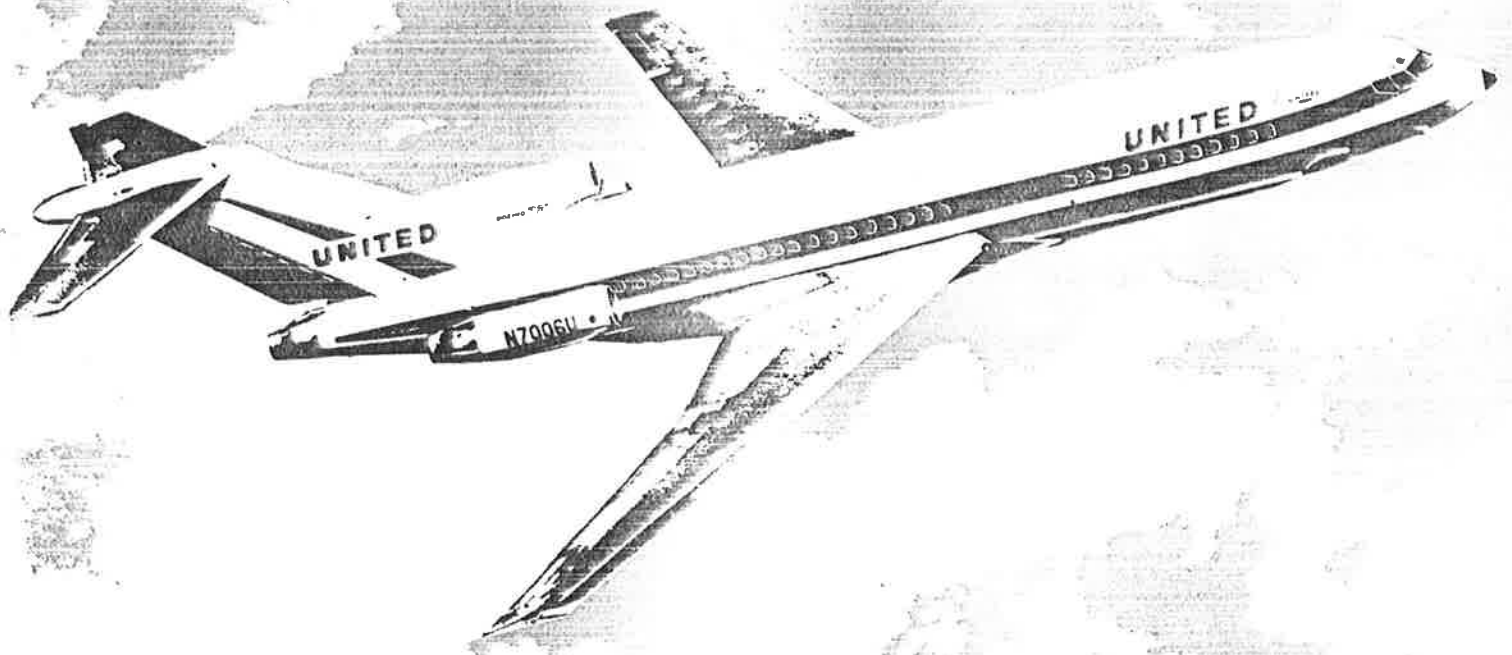
And does that food look good on Syracuse China!



Nothing wrong with this chicken! . . . says Patricia Neal, currently appearing in the Broadway hit "Another Part of the Forest." Miss Neal is enjoying a drumstick informally aboard an American Airlines Flagship.

SYRACUSE *China News*

Fall 1968



Flying Red Carpet style . . . on page 2

fly
the
friendly skies
of
United...



(...and Syracuse China!)

The world of the airlines is glamorous and luxurious. The planes being flown and built today are flying lounges and restaurants which provide the traveler with far more in the way of service than the relatively simple feat of moving him from one place to another. First class flights often wine and dine their guests in a style which rivals top big-city restaurants, all the while whisking them through the skies thousands of feet above the earth's surface at hundreds of miles per hour.

Employees of Syracuse China have a role to play in this life by providing some of the atmosphere in which one airline, in particular, likes to bathe its most important guests. United Air Lines, the world's largest commercial airline, has used specially decorated Syracuse China on its Red Carpet flights since beginning this service in 1965. It is fine Silhouette shape dinnerware that is used, with a gold edge line and the United Air Lines symbol in gold on every item.

United's Red Carpet service is the top of the cream, their highlight and crowning achievement in luxury service. Menus on these flights, whether for brunch, luncheon, dinner or late night supper, offer the traveler choices in all courses. He may start with a cocktail, then choose his appetizer, entree, and dessert. Dinners also include salad, dinner wine, fruit and cheese trays, and after-dinner liqueurs. They are served one course at a time, with a tablecloth, silver, glassware, and the Syracuse China combining to set the elegant scene.

Throughout the country, 125 flights each day include the Red Carpet service, and of course, hundreds more provide the regular first class and fine coach service. Altogether, about 70,000 passengers a day eat some kind of meal while on a United Air Lines plane.

Preparing the food and coordinating its preparation with the number of reservations on each flight, and

Pictured on the cover is a Boeing 737 jet, one of the United Air Line's fleet of 278 jets.



Fine Silhouette shape Syracuse China dinnerware was selected by United Air Lines to provide the right atmosphere for their luxurious Red Carpet service. United has provided this VIP service since 1965.



Every item used by United Air Lines is decorated with a gold edge line and their own symbol, also in gold. All the crests are hand applied, as Fayette decorator Mary Sienkiewicz demonstrates.

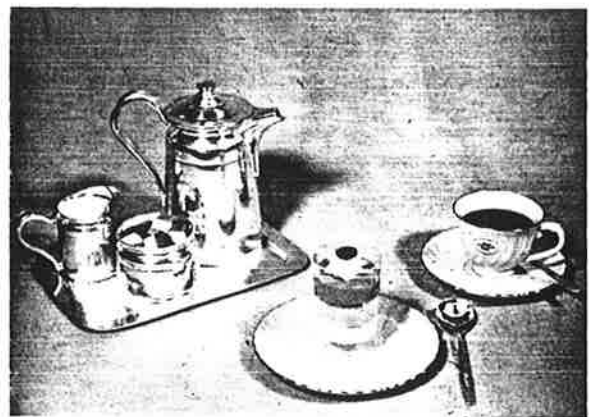
with last minute switches in departure time or type of plane is a difficult and, at times, frenzied task. United Air Lines operates 15 flight kitchens throughout the country, and has meals prepared by caterers in 60 other cities. Their food service operation, considered separately from all other parts of the airline's operation, is a \$52 million a year business. It is currently listed by *Institutions*, trade magazine of the food service industry, as the 38th largest food service operation in the country. Some of those listed as larger than United Air Lines are the United States Army, Navy, and the New York City public school system!

Statistics concerning the amount of food used last year by United staggers the imagination. They served 3,131,000 filet mignon and sirloin steaks, 585,000 pounds of beef stew, 463,500 chicken breasts and legs, and 427,000 pounds of pork in the main courses. Along with this went 60 million cups of coffee and 41 million containers of cream.

The flight kitchen at Chicago's O'Hare Field, the busiest airport in the world, has prepared as many as 12,000 meals in a 24-hour period. After being carefully cooked and packed in appropriate containers, the food is placed inside portable units called "buffets" which have both refrigerated and heated sections. These buffets are loaded onto special trucks and, in the last few minutes before a plane departs, driven out to the plane, moved into its galley and plugged into its electrical system. Shortly after the plane is airborne, the tablecloths are spread and the stewardesses start serving. On the Syracuse China, of course!

The operation of such a mammoth, complex and highly technical organization as an airline can only make one marvel at man's technological progress. Tech-

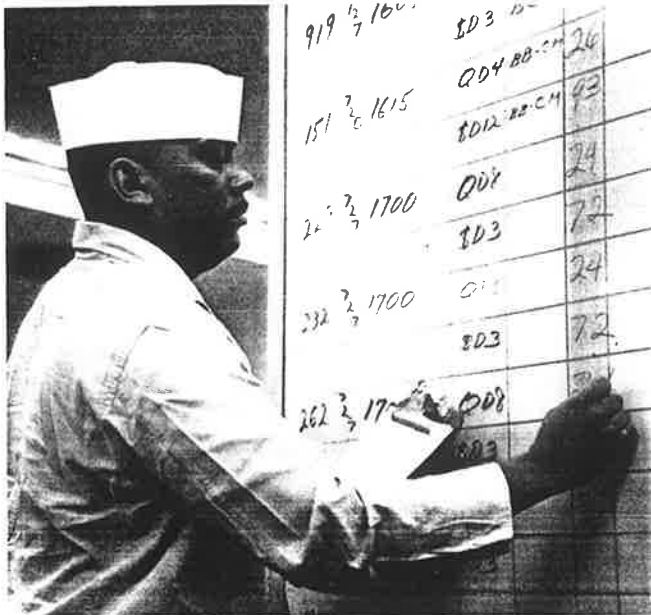
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United Air Lines guests find all the details of elegant dining provided by Red Carpet service high above the earth's surface.



The United Air Lines Flight Kitchen at Chicago's O'Hare Field is the largest flight kitchen in the country. It prepares food for Red Carpet, regular first class, and coach travelers 24 hours a day, 7 days a week, every day in the year.



The flight board in the United Air Lines kitchen keeps personnel informed of the number of meals and the menus which will be required for each flight scheduled to depart within the next few hours.



Pans full of rich "goodies" are only part of the huge quantity of food that is baked fresh each day, and served to hungry travelers high in the sky.



This tray of dainty French pastries is an example of the fine dining offered on the Red Carpet flights.



Chef Edwin Wirtz presides over the United Air Lines Flight Kitchen at O'Hare Field, Chicago.

(Continued from preceding page)

nical discoveries dating from many different periods in the history of mankind are involved in different phases of their operation, from the planes themselves, to communications equipment, data processing machines, and—even Syracuse China is included.

The history of china is nearly as old as the history of man himself. Primitive pottery dishes were simply clay and water mixed together and baked in the sun. Later, it was discovered that higher temperatures made the clay pieces stronger, and that glaze could be applied to the outside. The techniques in use at Syracuse China today have been highly refined over the centuries, but the basic idea was used by the ancient Egyptians and Persians.

It was only "yesterday" in the history of mankind, however, that man learned to fly. There are still people working at Syracuse China who were born before the Wright Brothers made their famous first flight in 1903.



Freshly prepared food is placed in "buffets" along with other items for serving meals. These buffet units will be loaded on a truck and taken to the plane just minutes before scheduled take-off time. James Karagas is in charge of buying supplies for the Chicago kitchen, which has prepared as many as 12,000 meals in a 24-hour period.



As the United Air Lines jet completes loading passengers, baggage and fuel, the food truck drives up. Buffets with meals ready for serving are transferred to the plane's galley.

The meteoric development of aviation has taken place in the 20th Century—the century when technology "came into its own" and progressed faster than at any other period since the beginning of time.

Airlines will, no doubt, continue to expand in the near future and will have an even bigger role to play in years to come than they do today. United Air Lines had about 1,400 employees in 1929, has 48,000 now, and expects to have 65,000 by the mid-1970's. They will take delivery of 101 new jets in 1968 alone. The jet fleet today numbers 278.

No matter how much man learns about controlling his surroundings and his life, the chances are that china will still have a job to do. It has remained a basic item for thousands of years, adapting to new situations as the need arose. Syracuse China has been a leader in writing the latest chapter, and many projects underway right now point to new achievements in the future.



Syracuse China finds its way aboard planes like this United Air Lines jet every day. This one is a Douglas DC-8.