

MEDALIST FOR 1941

For the development and successful operation of oceanic air transport.



JUAN TERRY TRIPPE

It has been said that the sun never sets on the wings of Pan American Clippers—a statement celebrating both the worldwide character of Pan American Airways and the almost legendary skill in management and business diplomacy of Juan Terry Trippe, its chief executive.

Born in Seabright, New Jersey, on June 27, 1899, Trippe entered Yale University in the fall of 1917. In December of the same year he joined the Navy, qualifying as a night bomber pilot, receiving an ensign's commission. Returning to Yale, he was graduated with the class of 1922.

After a year in banking he entered commercial aviation, and in 1923 organized Long Island Airways which, with seven war-vintage planes, carried out sightseeing flights, furnished charter service, and did contract work for motion picture concerns.

When the United States Post Office Department offered air mail contracts to private companies, Trippe and a group of friends organized Colonial Air Transport, Inc. which received the first U.S. air mail contract, Trippe serving as chief executive and managing director. He soon proposed to expand Colonial's services, and when the stockholders opposed the move, Trippe resigned. A few months later he founded Pan American Airways, which began operations with a 90-mile route from Florida to Cuba. Soon Pan American was flying to the Caribbean and South America. Mail and passenger service across the Pacific and Atlantic, and in Alaska, followed. The first scheduled round-the-world air service was inaugurated in 1947. On July 2, 1962, Pan American made its 100,000th trans-Atlantic crossing.

Mass transportation at fares the average man could afford had long been a goal of Trippe's. In 1948 Pan American began low-cost, tourist-class services to Latin America, and finally in 1952 won the adoption of this low-fare tourist service for general use. In 1957 Pan American again pioneered a still lower fare—the economy class. In July 1963 Mr. Trippe announced that his company would sponsor a trans-Atlantic fare of only \$160, a 39 percent reduction.

On October 13, 1955, Trippe took the first step into the Jet Age by placing an order for 34 American-built commercial jet transports—the first such order signed by a United States airline. Jet passenger service began on October 26, 1958, when the first U.S. commercial trans-Atlantic

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jet flight took off from New York to Paris. Pan American jets soon were linking 100 cities in all parts of the globe. Mr. Trippe also led the way into the Supersonic Age by ordering six supersonic transports in the summer of 1963.

Mr. Trippe holds many positions in civic and charitable associations. He has been decorated by the U.S. and numerous foreign governments and awarded honorary degrees from seven universities. Among his awards and decorations are the Collier Trophy, the Hannon Aviation Trophy and the U.S. Medal for Merit.

A firm believer in the idea of air travel for all and a person responsible for several innovations in the airline world, Mr. Trippe died on April 3, 1981.