

October 11, 1955

Mr. B. D. Adams
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Advertising Agency
992 West Peachtree Street, N. W.
Atlanta, Georgia

Dear Bob:

Perhaps I have mentioned this idea to you already -- perhaps not. Also, your own people may have discussed it. However, nothing ventured, nothing gained.

Enclosed is a tear sheet from Shell Aviation News, June 1955 issue.

The "delta-wing" airline is very likely the plane of the future. How soon the wing shape comes into use in transport planes may be problematical, but its increasing use in fighter-type aircraft seems a certainty. As a result, millions of people in the next decade or two are going to come to associate the "delta-wing" shape with the most modern and fastest of aircraft.

In addition, in years past, the Company has used the Greek letter "delta" in its advertising. For example, many of the older fixed markings on the present office building show the triangular "delta" symbol.

It seems to me that somehow, between the joining of the "Greek letter shape" of the name of our Company with the "delta-wing" airplane outline, over a period of years, we can suggest the speed and modern design idea to the public and tie them into our own operations.

Don't bother to answer this note, because that's not necessary. This is something I've been meaning to talk about with you for some time, but the opportunity has not presented itself and, as I'm leaving today for the argument in the New York Case, I thought I'd just drop you this note.

Sincerely,

SHELL

AVIATION

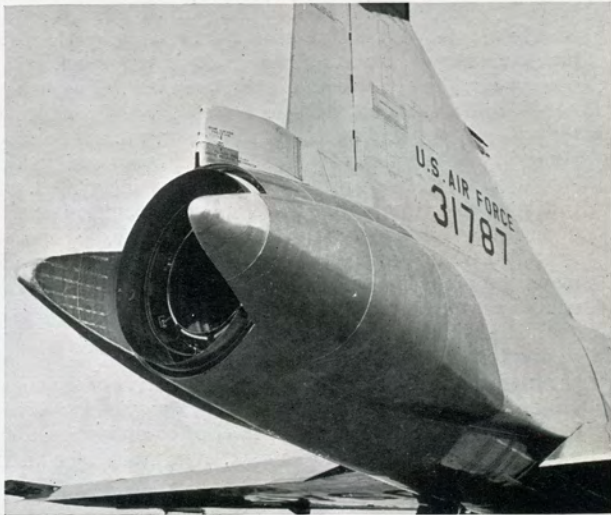
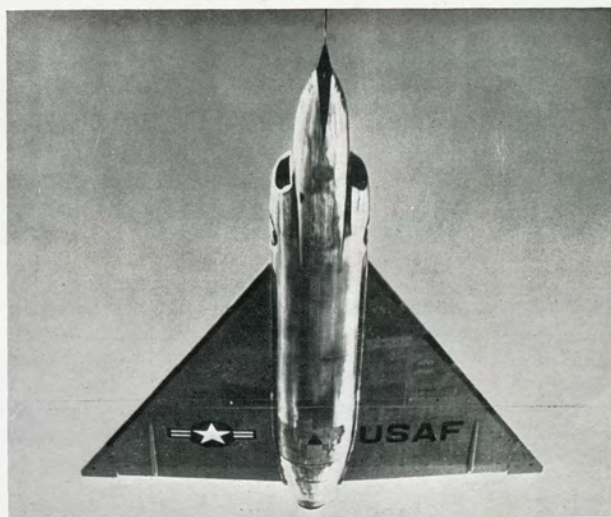
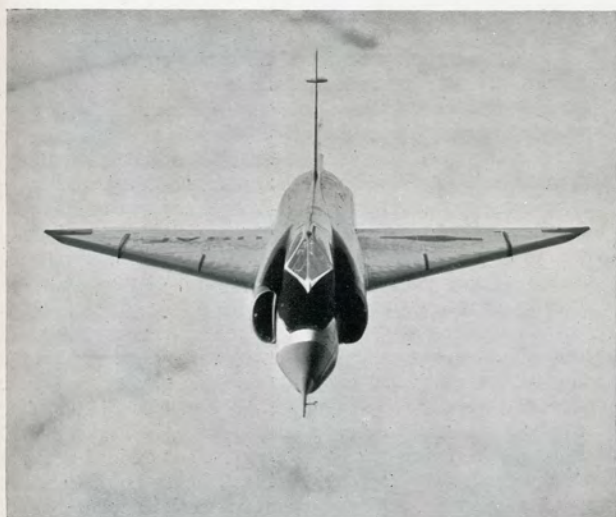
NEWS

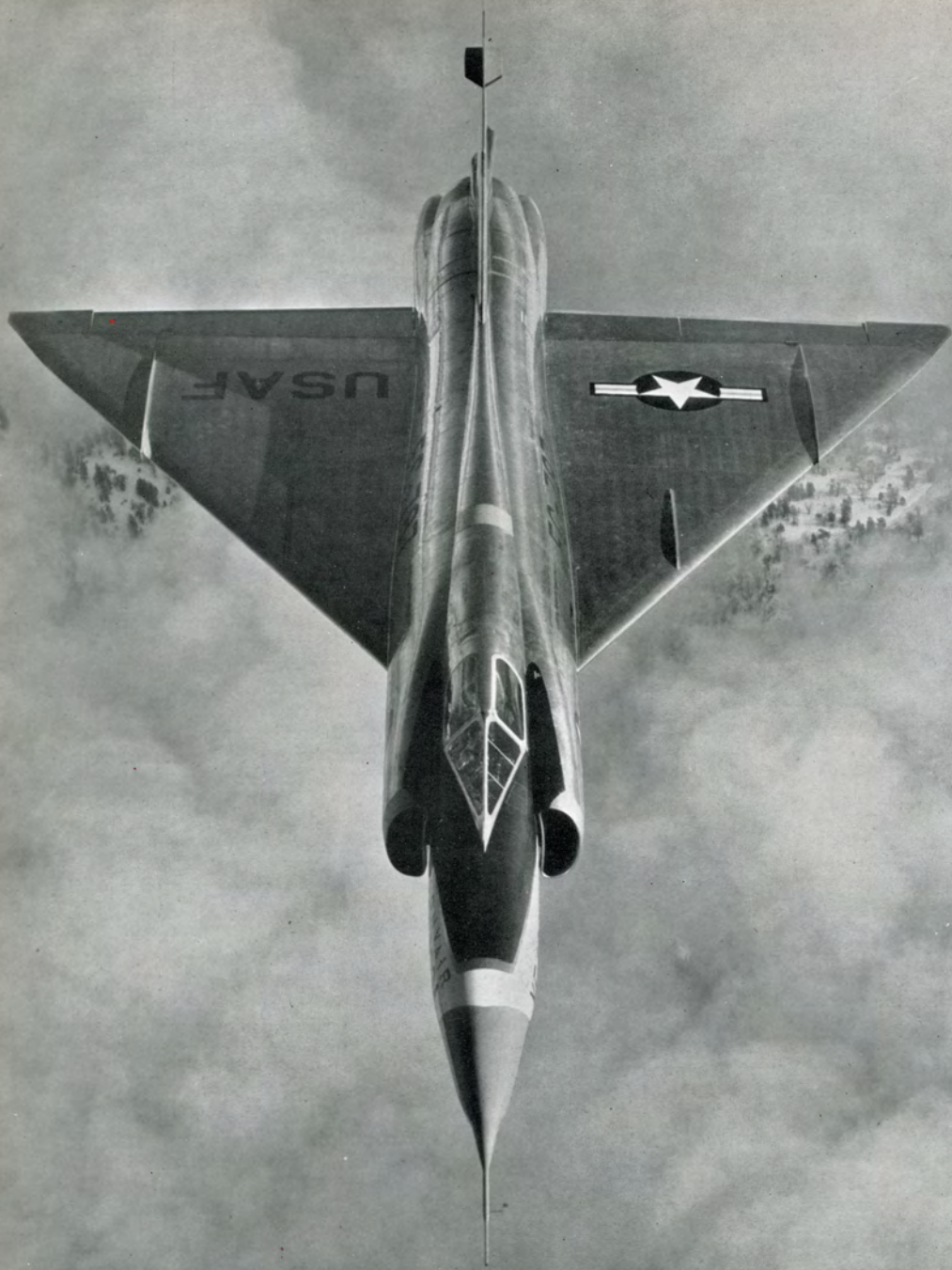
NUMBER 204 JUNE 1955



CONVAIR delta-wing supersonic interceptor

This latest version of Convair's delta-wing interceptor, the F-102A, is now in production for the USAF at Convair's San Diego plant. Photographs show some of the apparently minor aerodynamic modifications which resulted in the 102A exceeding Mach 1 in level flight during its second flight six months ago. Principal modifications to the airframe are cambered leading edges along the inner 70 per cent span of the very thin wing providing improved lift characteristics; the canopy has been redesigned with flatter side panels; new air inlets allow more air for the up-rated P & W J57 engine which delivers 16,000 lb. thrust with afterburner. Two large fairings each side of the tailpipe exit delay flow breakaway: these can be clearly seen in the photograph, bottom right: photographs top right and bottom left in the panel are of the earlier YF-102 version.





Above, Convair's F-102A displays a highly photogenic delta planform above the California clouds. Inset left, Richard Johnson, Convair's engineering test pilot, makes a cockpit check before taking off from Edwards Air Force Base. On his second flight in the Convair F-102A Johnson exceeded Mach 1 while climbing to 35,000 feet, he then levelled out and accelerated farther into the supersonic range, reporting no buffeting and good transonic control characteristics.