



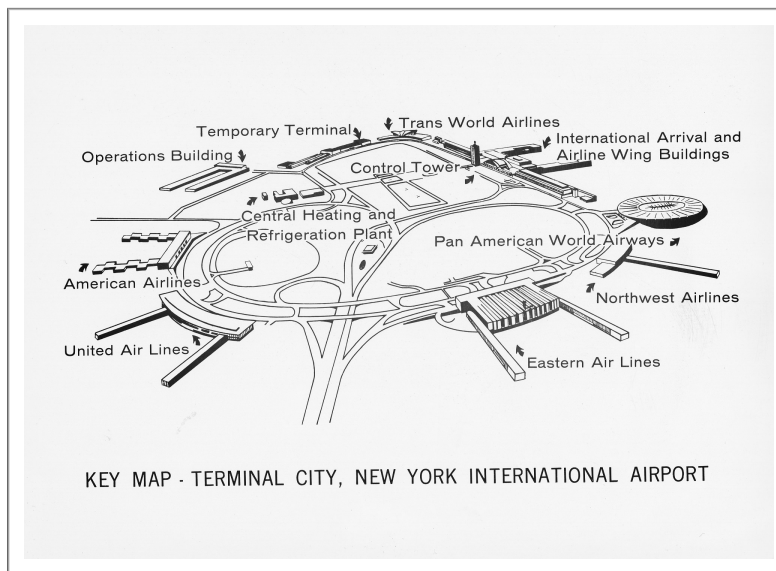
# Smithsonian

## *National Air and Space Museum*

### Morten S. Beyer Papers

Jordan Ferraro

2010



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## Collection Overview

<b>Repository:</b>	National Air and Space Museum Archives
<b>Title:</b>	Morten S. Beyer Papers
<b>Date:</b>	circa 1940-circa 1994
<b>Identifier:</b>	NASM.2007.0060
<b>Creator:</b>	Beyer, Mortan, 1921-
<b>Extent:</b>	15.52 Cubic feet (36 boxes)
<b>Language:</b>	Materials in English, Arabic, and German.
<b>Summary:</b>	This collection consists of 15.52 cubic feet of documents relating to the aviation career of Morten S. Beyer, both his time with various airlines and his career as an aviation consultant. The following types of material are included: speeches, cartoons, correspondence, financial reports, newsletters, conference programs, newspaper articles, and aviation market research reports.

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## Administrative Information

### Acquisition Information

Morten Beyer, Gift, 2007

### Processing Information

Arranged and described by Jordan Ferraro, 2010.

### Preferred Citation

Morten S. Beyer Papers, Acc. 2007-0060, National Air and Space Museum, Smithsonian Institution.

### Restrictions

No restrictions on access.

### Conditions Governing Use

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## Biographical Note

Morten S. Beyer (1921-2010) was one of the first aviation consultants and the author of articles and newsletters analyzing the economic trends of aviation. After graduating with a Bachelor of Arts from Swarthmore College in 1943, Beyer started his aviation career at Pan American Airways (PAA), where he established and directed the first

centralized scheduling and operations control office. He left PAA in 1948 to work for Capital Airlines, Inc., where he was the assistant to the Senior Vice President of Operations and Maintenance. In 1960, Beyer went to work at Riddle Airlines, Inc., as Senior Vice President, Operations and Sales, of Riddle's overall activities. From 1964 to 1967, Beyer was employed by Trans World Airlines, Inc. (TWA), where he was appointed the System General Manager and Deputy Director General for Saudi Arabian Airlines, responsible for the performance of TWA's contract with Saudi Arabian Airlines. From 1967-1971, Beyer was the President of Modern Air Transport, a charter airline, and in 1971 he became the President of Capitol Airlines where he remained until 1972 when he bought the stock of bankrupt Universal Airlines. He attempted to refinance the airline into a new company, Phoenix Airlines, but due to the nation's fuel crisis sparked by the Arab oil embargo, he failed to accomplish this and accepted the presidency of Johnson International Airlines in 1973.

In 1974, Beyer established AVMARK, an aviation international consulting company. As a regular feature he established one of the first aviation newsletters. He also published a book of Transport Aircraft Values (TAV), which forecasted aircraft values twenty years in to the future, using a formula that accounted for inflation, fuel price fluctuations and labor cost variables. This formula became a standard for aircraft appraisals and made Beyer a trusted appraiser and marketing expert. Beyer testified before Congress twice and was a guest-expert on many television news programs. In 1993, Beyer sold AVMARK and founded Morten Beyer and Associates, later Morten Beyer and Agnew, which continued aviation consulting in France and Japan. Beyer retired in 2003.

The following timeline covers key events in Morten Beyer's life as well as world events. Events involving Mr. Beyer are shown in normal type world events are shown in *italics*.

#### **Timeline of Morten S. Beyer**

1921	Morten Beyer born
1941	<i>US enters World War II</i>
1943	Graduates from Swathmore College
1943-1948	Employed by Pan American Airlines
May 1945	<i>War in Europe ends</i>
August 1945	<i>Atom bombs dropped on Hiroshima and Nagasaki; Japan surrenders and World War II ends</i>
1948	<i>Orville Wright dies at age 76</i> <i>Berlin Airlift begins operation</i>
1948-1960	Employed as Assistant to the Senior Vice President of Operations and Maintenance at Capital Airlines
1960-1964	Employed as Senior Vice President, Operations and Sales, Riddle Airlines
1964-1967	Employed as System General Manager and Deputy Director General for Saudi Arabian Airlines for TransWorld Airlines (TWA)
1967-1971	Employed as President of Modern Air Transport
1971-1972	Employed as President of Capitol Airlines
1972	Buys stock in the defunct Universal Airlines Creates Phoenix Airlines to take over Universal Operations
1973	Employed as President of Johnson International
1974-1993	Owns and operates Avmark, Inc.
1993-2003	Owns and operates Morten Beyer and Associates
October 21, 2010	Dies of pneumonia at Sibley Memorial Hospital in Washington, DC.

## Scope and Contents

This collection consists of 15.52 cubic feet of documents relating to the aviation career of Morten S. Beyer, documenting both his time with various airlines and his career as an aviation consultant. The following types of material are included: speeches, cartoons, correspondence, financial reports, newsletters, conference programs, newspaper articles, scrapbooks, and aviation market research reports.

This collection was organized by Mr. Beyer in chronological order reflecting his involvement in the aviation industry. Please note, during processing some original file titles were transcribed. These are indicated with quotation marks. Mr. Beyer did not separate personal and professional correspondence. Correspondence pertaining to events that occurred in between Mr. Beyer's professional engagements are interfiled in chronological order. The processing archivist maintained this order.

Note: The digital images in this finding aid were repurposed from scans made by an outside contractor for a commercial product and may show irregular cropping and orientation in addition to color variations resulting from damage to and deterioration of the original objects.

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## Arrangement

This collection is organized by Mr. Beyer's employment in chronological order. The arrangement reflects Mr. Beyer's original organization. Files listed in quotation marks indicate the exact titles taken from Mr. Beyer's folders.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

Aeronautics, Commercial  
Airlines

### Types of Materials:

Cartoons (humorous images)  
Correspondence  
Newsletters  
Newspapers  
Reports  
Speeches

### Names:

Pan American World Airways, Inc.  
Saudi Arabian Airlines (SAUDIA)  
Trans World Airlines

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## Container Listing

Box 1, Folder 1	"Beyer, Morten Florida (Pan American Airways) O.S. Beyer Personal 1941", 1935-1941
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Box 6, Folder 3	Riddle Airlines -- Civil Aeronautics Board -- Aerovias Sud Americana Merger, 1961
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Box 21, Folder 6	Avmark Inc. -- Reports -- List of Appraisals Performed by Avmark, 1985-1986
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Box 24, Folder 1	Avmark Inc. -- Reports -- The Restructure of ALM A Statues Review Draft, April 1987
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Box 34, Folder 10	TWA/Saudi Arabian Airlines -- TWA Skyliner and Kansas City Star, 1965-1967
Box 34, Folder 11	TWA/Saudi Arabian Airlines -- Maps, undated
Box 34, Folder 12	Modern Air Transport -- Oversized Items, undated
Box 34, Folder 13	Universal Airlines / Phoenix Airlines -- News clippings and Press Releases, 1972
Box 34, Folder 14	Avmark Inc. -- Conferences and Speeches -- Regional Airfinance Conference October, 1985
Box 35, Folder 1	Original Cartoons, undated
Box 35, Folder 2	Original Cartoons in mats Folder 1 of 2, undated
Box 35, Folder 3	Original Cartoons in mats Folder 2 of 2, undated
Box 35, Folder 4	Scrapbook, 1989
Box 35, Folder 5	Rolled Cartoon -- Blueprint, undated
Box 36, Folder 1	Boeing Portfolio, 1951
Box 36, Folder 2	Mounted photo of Morten Beyer, undated