

British Columbia, Alberta and the Western United States as follows:

<u>FROM Vancouver</u>	<u>FROM Edmonton</u>	<u>FROM Calgary</u>
To:	To:	To:
Los Angeles	Los Angeles	Los Angeles
San Francisco	San Francisco	San Francisco
Denver	Dallas	Denver
Phoenix	Houston	Dallas
Seattle		Houston
Honolulu		

(Source, Air Cargo Guide, published by Official Airline Guides, Inc., Summer 1985.)

Single carrier connecting service is also available from Edmonton to Seattle. Air cargo services from other points in British Columbia, Alberta and Yukon to the Western U.S., Hawaii and Alaska are not published as such. However, there are cases where flights advertised only as passenger services exist and often at least a small amount of space in the baggage compartment remains available for small (i.e., less than 100 pounds) cargo shipments. This means that shippers wishing to use air transport to participate in markets other than those specifically mentioned above would have to contact locally available airlines (or air forwarders) to arrange interline shipments for which "sum of segments" or combination rates will be charged rather than a joint or through rate; in many cases separate payment to each participating airline will be required.

Air freight is becoming increasingly valuable as a marketing tool for the shipper, allowing him to deliver goods to the customer in a very rapid time frame. The value of this customer goodwill feature is hard to measure, yet it may sometimes mean the difference between selling goods in a market or not. Shippers must not only examine the relative cost of air versus other modes, but also examine the value of such expedited service from a physical distribution point of view. Slower modes require relatively larger inventories (and more time) to transport goods than do most expedited modes. The increased cost of expedited service must be weighed against the savings in reduced inventories at destination - that is, the cost of warehousing, storage and miscellaneous charges. [4]

The use of air freight will require you to become familiar with the many characteristics of this mode. The single most helpful document in this regard is the Air Cargo Guide (see page 71). Shippers should also be aware that each airline has its own rules and regulations and special restrictions and that the same carrier may offer different services at different airports. Therefore, the shipper's single most important task in securing firm rate quotes is to know the particular shipment characteristics

4. James L. Heskett, Nicholas Glaskowsky, Jr. and Robert M. Ivie, Business Logistics, New York: Ronald Press Company, 1973.