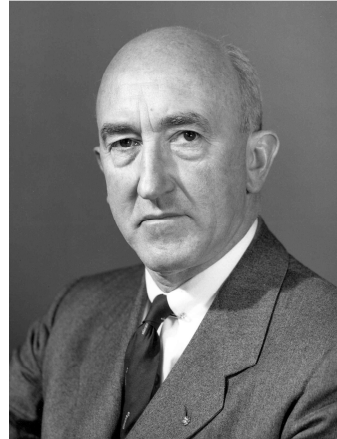


Daniel Guggenheim Medal

MEDALIST FOR 1973

For outstanding courage, leadership and pioneering fore-sight that contributed out-standingly to civil and military aviation, including the evolution of the jet transport; and for his broad counsel and support to government and industry during a distinguished career.



WILLIAM MCPHERSON ALLEN

Bill Allen was a lawyer, not a pilot, aeronautical engineer nor manufacturing expert.

Yet under his leadership, Boeing became the world's largest and most profitable airframe manufacturer, an arsenal for U.S. defense and a major contributor to the conquest of space. Boeing airplanes took the United States and much of the free world into the jet age and to this day dominates a highly-competitive industry with a reputation for product integrity, support and technical excellence.

All of this merely reflected the way William M. Allen ran the company from the day he became its president, in 1945, to when he retired as Board Chairman in 1972—culminating 47 years of service to Boeing, the nation and the world.

Allen joined Boeing in 1925, fresh out of the Harvard Law School. A native of Montana, he had received a B.A. from Montana State and had little interest in aviation until he went with the then-tiny Seattle airplane company as a legal counsel. Despite his non-aeronautical background, however, he seemed to have a gut feeling for the hectic world of aircraft manufacturing and as Boeing grew, Bill Allen's judgment, views and opinions began to carry weight.

He was an instinctive gambler, astute enough to judge risks and courageous enough to take them. It was Allen who made the momentous decision to build the jet transport that became the 707; it also was his nod giving the go-ahead to a billion-dollar gamble that paid off—production of the 727, history's most successful commercial transport. And it was Bill Allen who flashed the green light for the 747 project.

When he became Boeing's president at the close of World War II, the company's military contracts were being cancelled in a horrendous flood. Allen's first major decision involved production of the B-377 Stratocruiser—he went for broke and okayed the project, thus keeping Boeing in the commercial transport business and setting the stage for the incredible success story that was to follow.