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Embry-Riddle Company - Sky Traffic

Newspapers

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3-1929

## The Embry-Riddle Company Sky Traffic 1929-03

The Embry-Riddle Company

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# The EMBRY-RIDDLE<sup>INC.</sup> SKY TRAFFIC

VOL. I.

MARCH, 1929

No. 7.

You Must Know This To Be a Pilot



Probably no commercial school in the country emphasizes the importance of its ground school course as much as the Embry-Riddle Flying School. The book in the picture is of octavo sheets, mimeographed in single space. There are 32 lessons, averaging 10 sheets to the lesson and two pages of illustrations to the lesson. The book is copyrighted.

# VACATION PROBLEMS SOLVED

First of all, a vacation should be DIFFERENT. It should be long enough, economical, restful and entertaining.

There is no reason why it should not have all these qualities and also be INSTRUCTIVE.

The combination is hard to find. Americans have grown accustomed to summer camps, seaside resorts, guided tours. These are accepted vacation methods. But there are better vacations.

## WHY NOT LEARN TO FLY THIS SUMMER?

In Detroit there is a group of girls who plan to spend their vacation together at a flying school.

*"The five of us," one of them explains, "believe that we can have lots of fun during the month. We are modern. We know that someday we will all be flying our own planes (or our husbands'). We know a vacation like this will be different. We think the cost is low enough to make it economical. It will certainly be instructive, and we're determined to have a good time."*

They are right. The atmosphere prevailing around a school of the standing and character of the EMBRY-RIDDLE FLYING SCHOOL, will be found attractive to any such group of girls. They will enjoy the thrill of flying, of learning new facts in this age of new things. Character references are available for the school.

Men will learn to fly to prepare themselves for the tremendous opportunities in the new form of transportation.

Women will learn to fly to keep pace with progress, to express their new freedom, and for the sport of it.

Our school representatives are ready to advise with you.

Write or visit us at Cincinnati.

## THE EMBRY-RIDDLE FLYING SCHOOL

LUNKEN AIRPORT,

Cincinnati, O.

## Fairchild Will Judge Essays in Contest

Sherman W. Fairchild, head of the extensive Fairchild industries, has agreed to act as judge in the contest being conducted by the Embry-Riddle Company on "Aviation in 1944."

The foresight already evidenced by Mr. Fairchild in building up the companies that bear his name, and the companies that bear his name, and the progressive ideas now being developed by him, qualify him excellently as a judge of the prophetic papers which are being submitted by the hundreds.

He is not to be limited in his decisions. The essays will be submitted to him without any instructions, except that those which exceed 600 words in length are not to be considered. He may decide whether the highly imaginative paper wins, or whether the treatise of the aeronautical engineer is most worthy of the prize. He is to select 10 winners, who will receive: \$50 as first prize, \$25 as second, \$10 as third, and \$5 as each of seven other prizes.

Essays thus far received have proved very interesting. Almost every age is represented. A farmer, 77 years old, has submitted a prophecy, a 65-year-old woman has prophesied in rhyme, high school boys by the score, girls and women in great numbers, all appear interested in this game of guessing what will happen in aviation in 1944. One difficulty has been discovered, which is one that should have been anticipated. Contestants are requested to include their ages and occupations. The women have frequently omitted their ages, which omission did not injure their prophecies, however.

The general tenor of the prophecies is that aviation will come into its own by 1944. Writers say that other forms of transportation are to take back seats. Some go so far as to say that there will be no more interurbans, and that railroads will be petitioning to abandon unremunerative lines.

Everybody will have a plane in 1944, most writers agree. Prices will be down. Maybe the wish is father

to the thought in this case. Transport planes will be huge things, one prophet setting the wing span at 4,000 feet, the chord at 800 and the speed at 7,500 miles an hour. Many believe that gliders will be towed on the regular lines and will be cut loose over the cities of their destination. Crossing the continent, say the prophets will mean a trip of about 6 or 20 hours. Inter-planet trips will be possible. (Has this prophet been reading Sky Traffic?)

Ocean stations for international airlines are described in many prophecies. Many planes will be equipped with compartments for semi-bouyant gas which will assist in raising them to flying levels. The helicopter will be perfected and we will have landing fields on our roofs. Interior arrangements of planes will include everything from soft drink stands to dance halls.

Passenger capacity will be at least a hundred, and some prophets extend themselves a bit and have the airplanes of 1944 carry 300 and 400. One prophet says a freight plane will carry the equivalent of 56 freight cars in 1944.

These hints at what the prophecies contain are given for a definite reason. It is important that each essay contain some definite prophecy, else it will be merely an essay and not a prophecy. Remember that the essay is to contain prophecy, and that beautiful English, style, form and other elements of composition are secondary.

Remember also that prophecy does not consist merely in saying that things will be bigger, safer, smaller, faster or slower, years from now. How much faster? How much larger? What is the different fuel? What sort of shock absorbers are they which will do such wonderful things? What is the device which automatically pilots a plane? How large are these ocean landing fields?

(Continued on page 9)

# EMBRY EMBERS



T. H. Embry

The first devices for navigating the air were made of paper. Today, paper has nothing to do in the actual manufacture of the flying machine, except under the pens of executives who are directing monster mergers in this new form of transportation.

The machine has taken the place of the hand in the building of planes, and it will continue to replace hand work until the airplane will be stamped out like the automobile and assembled only by hand. The hand today is writing new corporation articles, and signing checks to stockholders.

A French locksmith in 1755 built himself a pair of collapsible vanes which he attached to his body, and by flapping them managed actually to soar across a small river. He used paper in the building of the wings. Probably, his was the first human flight. We have gone a long way since, so far that this machine age has almost wiped out hand labor on flying machines.

Some conception of the magnitude of airplane manufacture and operation in this country can be obtained when two recent business deals are considered. One was a merger of three companies, one manufacturing and operating planes commercially, another manufacturing military planes and another manufacturing aircraft engines. This merger totalled \$150,000,000. As large as that seemed, it was shadowed by a recent news item which described a \$200,000,000 merger of several companies that were not named.

Truly paper might have started this flying business, and it is recording an interesting history these days. We will never go back to hand work, and never use paper in making flying ma-

chines. Paper and the hand are at work now at jobs that come natural to them.

## Two Model Meets Planned for Cincy

Cincinnati is to be represented in the National Airplane Model Flying contests at Detroit in June, according to plans announced recently by the Rotary club.

Arthur E. Roberts, Boy Scout Executive of Cincinnati, is head of a committee appointed by the club to stage two contests to select representatives for the city at Detroit. He has plans for indoor and outdoor meets, the latter to be held on Lunken airport.

Eight boys from various model clubs in the city attended the Rotary meeting, March 14, when Major Reed Landis, war ace, spoke on present day aviation. They exhibited models, many of which were designed by the individuals and which show excellent workmanship and understanding of aerodynamics. Major Landis told the club that the boy model builders of today are the real airplane designers of tomorrow and mentioned the names of famous designers of today who began their interest in aviation by building and flying models.

There are approximately 10 organized clubs in Cincinnati, but thus far, no organized competition has been held. Difficulty is faced in the problem of a building large enough to accommodate the indoor models which will climb to 100 feet within a few seconds after they are released. Chandeliers, ceiling trusses and other architectural details sometimes bring these tiny planes to grief.

Among the models shown at the Rotary meeting were two designed by the young builders. One was an amphibian with wheels that fold up out of the way when taking off from water, and the other, a special plane which emulates the performance of a modern pursuit plane. One "rise off ground" model performed an outside loop during the exhibition.

## EMBRY-RIDDLE SKY TRAFFIC

Published by  
The Embry-Riddle Company  
Lunken Airport, Cincinnati, O.

### Operators

C. A. M. 24, Cincinnati, Indianapolis-  
Chicago Air Mail, Passengers and  
Express.

Distributors of Waco, Monocoupe,  
Fairchild.

Representatives—Fairchild Aerial Sur-  
veys, Inc.

The Embry-Riddle Flying School.

Air Taxi Service.

Local Passenger Flights.

East 4700—Cincinnati.

Belmont 4979—Indianapolis.

Prospect 1752—Chicago.

CHARLES E. PLANCK, Editor.

## EDITORIAL Fool Killers



Chas. E. Planck

Capitalizing on the universal desire to fly, certain manufacturers have produced airplanes that can be built at home, and which, according to their advertisements, "anybody can fly."

These airplanes, in no case yet come to our attention, are aerodynamical-

ly safe. None of them will fly as an airplane should fly. None of them is powered with reliable motors. None of them is practical as a flying machine. None of them could be licensed.

Everyone of them is dangerous, and it behooves legitimate manufacturers and operators, particularly operators who conduct schools, to tell youngsters the truth about them.

These "build them at home" airplanes are not the only evidence of the presence of people in the industry who want to capitalize the enthusiasm of misguided citizens. Promoters of

"gyp" flying schools are having easy sledding these days. Stock salesmen in new manufacturing enterprises and operating companies are getting by and getting rich. They are cashing in on the credulity of the public, to whom the business of flying is still an entrancing story of great opportunities.

Eventually the government will control the flying school business and protect the "suckers." The blue sky laws of various states regulate somewhat the activities of the stock salesmen, but generally, apply their regulation only after victims have been fleeced. Thus far, there is no agency to control the mail order "home made" airplane designer and promoter.

These planes are makeshifts. Whatever they cost the young man who buys the plans and material and builds them, is that amount of money wasted. The same amount of money within the next two years will be sufficient for a substantial payment on a real airplane on a fair and reasonable time payment plan.

Inquiries reach the offices of aviation companies daily regarding the "cheapest practical airplane." Sometimes newspaper columns advise such inquirers to buy planes of the type described above. This is wrong.

While the privately-owned airplane of today is a little more expensive than everybody can afford, it will not advance the business of flying to suggest any cheaper makeshifts. The young man who wants to learn to be a pilot must be prepared to spend money in getting proper training. If he wants to own his airplane, he must be prepared to spend enough to insure himself that he has a good one. If he cannot afford good training and a licensed plane, he should stay out of the air, and translate his enthusiasm for aviation into work that will pay him money enough to buy a good plane and flying course.

Purchasers of such planes are led to believe that they will be able to step into their planes and fly them without instruction. This is impossible. Most planes of this character can only be flown by expert pilots, and when an expert pilot looks at one, he refuses to fly it.

## EMBRY-RIDDLE BUYS PORTSMOUTH AERO CORP.

### Ray Jones Remains As Man- ager of First Branch Field

The first evidence of the expansion of the Embry-Riddle company into other sections of the country, was the purchase March 4, of the Portsmouth Aero Corporation, and the privileges which that company enjoyed on Portsmouth's field, Raven Rock Airport.

The personnel of the corporation has been retained as Portsmouth representatives of the Embry-Riddle company, with Ray S. Jones as field manager. The school activities of the Portsmouth field will be continued and the score of students now taking the course of instruction will be taught according to the standards of the Embry-Riddle "home school" at Cincinnati.

Raven Rock Airport is an exceptionally good field and within easy distance of the heart of Portsmouth. The city is rapidly becoming a force to be considered in the development of the rich Ohio valley of the Ohio, and a tremendous expansion of its industrial facilities is under way under the direction of Vaughn Talbot, secretary of the Chamber of Commerce. A mosaic aerial map of the territory in Kentucky and Ohio set aside for this development was completed recently by the Embry-Riddle company, and has already been used in locating important manufacturing plants there.

A line connecting the two cities is contemplated.

### Young Pilots Graduate

Four graduates of the Embry-Riddle Flying School made a 100% record in the Department of Commerce examinations late in February under Inspector C. A. Charles. C. O. Meguire, office manager of the company, passed his transport pilot's license test. Eckford Hodgson and Lionel Stephans both received their limited commercial pilot's licenses, and Benjamin Craycraft his mechanic's license. They were the only four from the school to take the test, and all passed with flying colors. At the same examination, Charles Colt, war-trained pilot, who keeps his private plane at Lunken Airport, passed the transport pilot's examination.

Meguire, Stephan and Hodgson, are young pilots who, having been trained in the school have been retained in the company's employ as members of the pilot staff of the organization.

### Whiskers, Wives, and Mail Pilots

A few thousand years of whiskers in Russia have lifted the matter out of the realm of problems and made it commonplace.

Whiskers among air mail pilots at Lunken Airport, however, are of more recent origin and the reactions are different.

For instance, Mrs. Frank Merrill insisted Frank raise a mustache, because it improves, she says, his looks. Frank started the idea, and it spread to Tom Hill, Charles Wehrung and Warren Vine, other mail pilots.

Tom's is off. "My wife didn't like it," he explained curtly.

So is Vine's. "My wife said she'd leave me if I didn't cut it off."

Wehrung, single, and with no immediate superior to influence him, is still at it. "I don't have to worry," says he.

## TWENTY-FOUR NEW EMPLOYEES REFLECT FIRM'S GROWTH

### Stenos, Welders, Mechanics, Pilots Needed In Expansion

Twenty-four employes have been added to the personnel of the Embry-Riddle Company since the middle of February. This is one of the evidences of the expansion of the company which, while only three years old, has established a national name within the industry.

Wright Vermilya, known in Cincinnati, because of his work in organizing the 417th Pursuit Squadron, Reserve Corps, here, joined the firm as head of the school. James H. Douglas, Nashville, Tenn., is a new pilot, and a new papa as well, since the announcement of the arrival of Betty Jane reached him a week after he came to Cincinnati.

Four field agents have been employed and are ready to represent the company over its territory in the sale of ships and student courses. They are Ed. Burgess, of Ashland, Ky., whose territory consists of parts of Eastern Kentucky, West Virginia and Ohio; John Johnson, Blanchester O., who will probably be stationed at Chillicothe; Thomas Taylor, Stone, Ky., who will sell in Eastern Kentucky and have his headquarters at Lexington; and Lloyd Easterling, Austin, Texas, who probably will be stationed at Dayton. These men are all in the sales department, headed by John H. Stewart.

Raymond Jones is the field manager of Ravenrock Airport, at Portsmouth, recently acquired by the Embry-Riddle Company. His staff, consisting of Earl Barnes, pilot; Ole Eckberger, mechanic, and Asa Jordan, clerk, have been retained.

Burton W. Shellenbach, Cincinnati, is a new addition to the traffic de-

partment. His particular job is the sale of the aerial photography services of the company in the vicinity of Cincinnati.

Albert Shultz, Cleveland, graduate of the Embry-Riddle Flying School, is a new member of the operations department.

Three mechanics of the company have been assigned to duty at factories of the Wright Aeronautical Corporation, Paterson, N. J., and the Pratt & Whitney Company at Hartford, Conn. Benjamin Craycraft, of Florida, and Vernon Dennison, of Milwaukee, will study the Wasp engine. Walter Miller, of Cincinnati, a recent graduate of the ground school course, is studying the Wright engines at the Paterson factory.

Four office workers have been employed. They are Irene Backer, in the sales department; Helen Kinzel, in the traffic department, and Ethel Jane Todd in the main office, stenographers, and Mae Jordan, bookkeeper, at Portsmouth.

Donald Hankey, Butler, Ind., has been hired as welder, and Joseph C. Maher, Madisonville, O., and Charles Colt, Reno, Nev., as mechanics.

In the arrival of Harold Distelhorst, new flying instructor, the Embry-Riddle Company is reaping some of the harvest of its first crop. Fred Davis, of Norton Field, Columbus, was one of the first students of the company, and he taught Distelhorst to fly. The latter has 562 hours in the air and holds a transport license. He will do instruction work mostly, with occasional taxi trips.

Charles Vermilya, brother of Wright, head of the school, is a new pilot instructor with the company. He learned to fly at Marshall, Mo., in 1927, and since that time has piled up 525 hours, mostly at Little Rock, Ark. He holds a transport license and will be an instructor in the school.



## Vermilya New Head of Embry-Riddle School

Formerly Stationed In Cincinnati; New Ideas In Instruction



Wright Vermilya

Wright Vermilya, well known to aviation circles in Cincinnati, took over the direction of the Embry-Riddle Flying School March 1.

Vermilya, who learned to fly in France during the war, was assigned to Cincinnati in 1923 to assist

in organizing and developing a unit of the Air Corps Reserve, together with Major Henry J. F. Miller. The unit was stationed at that time at Grissard Field, Blue Ash, O., and in 1926 was moved to Lunken Airport. Many of the recruits for the squadron were recruited from the University of Cincinnati, and Vermilya attended that school in 1923 and 1924.

In 1926, Vermilya was transferred to the 154th Observation of the National Guard at Little Rock, Ark. As engineering officer of this unit, he took part in its remarkable activities during the disastrous Mississippi flood. The squadron established communication where every form of surface communication was wiped out. It carried motor boat engines, hospital supplies, invalids, food, axes and all manner of things all over the district. It is the only such squadron ever to receive a peace time citation for distinguished service.

Resigning in July 1928 Vermilya joined Commandaire, Inc. and served as their test pilot until a chance business trip brought him to Cincinnati, where he visited his old friends at Lunken airport. Paul Riddle suggested his remaining here as head of the

school, and a wire severed his Little Rock connection.

Vermilya has definite and well-developed ideas regarding the modern methods of flying instruction. This system will be described in the April issue of Sky Traffic.

Robert L. Rockwell, previously head of the school, has joined several of his friends in another flying instruction enterprise at Dayton, O.

## Ground School to Use Picture Instruction

Instruction in details of construction of the airplane and many other subjects of the ground school, is to be along the visual line, according to a system worked out by Walter Cunyus, head of the ground school of the Embry-Riddle Company.

By means of a small camera and projector, especially designed for such visual instruction, all parts of the airplane and engine will be demonstrated to students in the classroom. This instruction will include a series of views of the construction of the Flamingo all-metal monoplane, taken in the factory on Lunken Airport, and illustrating the modern methods employed in building this ship, from the raw material to the finished state.

Details of fuselage construction, engine assembly, carburetor operation, magneto design, empennage arrangements, engine mounting, instruments, and scores of other subjects, will be included in the reels of pictures to be taken. They will be projected upon a special screen in the schoolroom.

## Know Your English?

The San Francisco Bulletin is running a circulation contest offering prizes totalling \$2,500 to persons making the greatest number of correct English words out of the letters in "Use Air Mail Now." This is a creditable enterprise for any newspaper, and it should prove very interesting to students of all classes and the general public. The first prize is \$1,000, and other prizes range down to \$50, providing two subscriptions accompany the words. If no subscriptions are submitted, the prizes range from \$25 to \$2.

## The Hangar



Don Griffith

Not a few aerodynamic changes in airplanes result from practical experience of pilots and mechanics in their flying and maintenance.

Motor mounts and tailskids came in for a session by the "practical engineers" of the Embry - Riddle

hangars, and as a result, the tailskids of a Fairchild looks a bit different, and the motor mount of a Monocoupe is completely changed.

A swiveling skid for the Fairchild cabin mail plane, with the shock taken up by rubber chords instead of oleo rubber disks. Only a few minor changes in structure were necessary, and all the work, designing and welding was done in the hangars.

Don Griffith will design a new mount for a Velie engine to be put on the nose of a Monocoupe owned by the company, and which is now fitted with an old type plate mounting. Donald Hankey, the welder, will do the actual construction.

All of which, leads us to some remarks overheard in the hangar recently among the mechanics, remarks full of truth and interest:

The airplane and the airplane pilot who have been given the credit for making aviation a safe and practical form of transportation, have been praised and credited as they should be.

But let us look to the aviation mechanic. It seems as if there is a question as to whether he deserves any credit, for seldom do you hear or read of his work.

It is true the pilots and engines are large elements in completing an airplane's mission, yet that plane and engine must be air-worthy and kept so.

As in other forms of transportation, the maintenance and inspection of the airplane is a problem to be taken care of by capable men with recognized ability. His ability must be based on experience and his experience promotes confidence. All three are sometimes paid for dearly.

The development of aviation rests partly with the mechanic. He must keep himself constantly posted on the characteristics of both engines and planes. Types and makes are no longer looked to for each day brings something new. His interest is in his work and is sometimes all he gets as reward.

If the designer, the pilot and the officials of large aviation companies, could have the actual experience of maintaining their product, as does the mechanic, more efficient equipment probably would result. Building an airplane is one thing, and keeping it air-worthy is another. The mechanic does both, and his knowledge of this new form of transportation deserves credit.

*(Continued from page 3)*

Naturally, we cannot expect exact descriptions of details of the airplanes or the airports of 1944. There are no prophets that accurate, we fear. But it is possible to be more specific than many of the essays thus far received. Unless the prophecy is specific, the pleasure of checking up on its accuracy 15 years from now will be lessened.

The contest closes April 1, at midnight, and the winners will be announced as soon after that as possible.

Details of the contest may be had by writing the Embry-Riddle company, Lunken airport, Cincinnati.

## Traffic



Floyd S. Prothero

We are pleased to announce in this issue, that effective March 15, our schedule was changed North bound as follows:

Lv. Cincinnati 5:00 P. M.,  
E. T.

Lv. Indianapolis 5:15 P.  
M., C. T.

Ar. Chicago 7:00 P. M.,  
C. T.

The new leaving time is as against a leaving time of 3:45 P. M. formerly from Cincinnati; 4:00 P. M., C. T., at Indianapolis, and arriving at 5:45 P. M., C. T., at Chicago.

The new schedule changes the Post Office closing time from 3:15 P. M. to 4:30 P. M., which should be of considerable benefit to the many business houses of Cincinnati and Indianapolis.

We are accordingly printing a complete new set-up of schedules, information and rates. These pamphlets have been compiled in such a manner as to give you all the Air Mail schedules in a condensed form, both domestic and foreign; a comparative arrival schedule showing time of arrival of Air Mail as against that of train mail to over 175 cities. These and many other items should be of interest to you, so if you have not as yet received your copy, write this office at once in order that information may be in your hands as soon as possible.

Incidentally, many firms have recently requested that we make up a survey for them showing where they can use Air Mail to an advantage. In submitting this request they supply us with a list of cities to which the bulk of their mail is forwarded.

With this information we prepare for them a comparative survey that, in every instance, has been very helpful and useful to them.

This work is gladly done by us

at no cost to the firm making the request. In fact we are very anxious to do such work, for it gives us an opportunity to express our appreciation for the interest shown, if nothing else.

If you desire such a survey for yourself or your company, simply forward your request to this department, listing the cities for which you wish the survey made. It will be a pleasure to do this for you.

## Commerce Body Plans Questionnaire

### Hope To Show Advantages of Air Mail To All Users

This department has been conducting, in the last few months, a complete research in the matter of the use of Air Mail. This has been done solely for the benefit of the public, through the medium of advertising, direct mail contact, and personal solicitation. The results have been interesting, and in many cases puzzling.

We have tried repeatedly to point out to the public the advantages and uses of Air Mail. We have visualized the huge network of Air Mail lines; we have pointed out the amazing speed accomplished, together with the high record of efficiency and low percentage of loss; and likewise we have stressed the fact that, in view of low margin of profit and strong competition so prevalent nowadays, the business organizations have hardly any other alternative but to make use of the service offered them if they wish to claim for themselves their share of business and keep abreast of the times.

Yet, mingled with the hearty responses and evidences of desire for cooperation in the matter, we have been amazed in many instances by the woeeful lack of information by many companies relative to Air Mail, and by the reticent, hesitant spirit in which the information given was received.

The Post Office Department, The Chamber of Commerce as well as ourselves, have made every possible effort to distribute Air Mail information to everyone served on our route; and, not being content with this, arrangements have been made to keep the public informed periodically as to the current changes that are always taking place in this rapidly growing method of transportation. This, in itself, is a huge task, for changes are made so often that it is difficult to keep up, even in this office. Consequently it is rather discouraging, after all these efforts, to be told that the service is still too new for use, that it cannot benefit in any way, that the rate is too high, and that no time can be saved.

These remarks show a lack of familiarity with the service, and that brings us to an announcement.

The Cincinnati Chamber of Commerce is about to mail out a questionnaire survey to the business houses of Cincinnati. We understand that this is being done for the purpose of opening a medium through which the public may obtain all the information they desire pertaining to Air Mail, whether it be of a general, definite or confidential nature.

May we augment this announcement with the remark that it will be to your distinct advantage to read the questionnaire closely and submit your information in as much detail as possible. It is being done wholly for you, and naturally you will be the one who will benefit.

## Weather Delays Hangar

Out of two months' time, only 29 working days have been available to contractors erecting the first hangar on Lunken Airport. They figure that the new hangar will be ready for occupancy about the middle of April if Spring weather permits full working days. The steel work is up and brick work is progressing.

## Air Mail Saves Dollars and Time

### Real Silk, of Indianapolis, Enabled To Abandon Western Office

Air mail has made possible the complete abandonment of a western branch of the Real Silk Hosiery Mills, Inc., of Indianapolis.

When air mail was introduced, the company was maintaining a branch office at Salt Lake City to which their product was shipped in bulk, and mailed to customers along the West Coast from that office. After the reduction of air mail rates to 5 cents an ounce in August, 1928, officials of the company examined again the arguments of their mailing room and found that money could be saved by mailing the product direct from the mills in Indianapolis to any part of the United States, following receipt of the order via air mail.

All salesmen on the West Coast send in their orders by air, and the company has pounds of air mail daily reaching its office. All factory communications to agents on any air mail line are sent by air.

Deliveries can be made as fast by train mail from Indianapolis when the order comes in by air mail, as it was possible to make them before by train mail from Salt Lake City. The company has been experimenting with a package of their product to weigh under an ounce, but thus far the individual package is too heavy to make air mailing profitable.

The saving of overhead expenses on the Salt Lake City office is not available. Real Silk officials say that the effect felt throughout their organization.

## The Business Man and His Recreation



J. H. Stewart

The hours devoted to recreation by any business man are generally accepted as being as important to the welfare of his business as the hours devoted to the business itself. If his recreation is of the proper kind, there is no doubt but that his effectiveness

in business hours is greatly increased.

The average business man relies upon golf, tennis, polo, motor boating, or watching baseball games, any one of which occupy or consume a considerable period of time. In this day business men are turning their attention to the possibilities of flying as a relief from business worries and already at this date there are several business men of Cincinnati who have taken up flying for this purpose.

When one stops to consider that he can leave his office about 4 o'clock in the afternoon, drive out to the airport, climb into his airplane and fly off into the free spaces of the open air, having a hour or an hour and a half's enjoyment of the greatest sport known to man, it is easy to see that it will not be long before more and more individuals take up this form of recreation.

We can all remember the early thrills of motoring and the great amount of pleasure and enjoyment to be had from stepping into the motor car and driving out into the country in those days when the roads were less congested.

Today no one ever thinks to use his motor car as a means of recreation, but flying will produce at this time the same degree of exhilaration or even a greater degree than motoring ever did and certainly the air lanes are not congested and it is probably safe to say

that it will take four times as long to bring about the same congestion in the air as it has taken to reach the present congestion of the roads.

Most of us have dreamed of the thrill of flying ever since we were boys and now the development in the safety and perfection of the airplane has made that dream a real possibility. It was only a week ago that an ardent golf enthusiast came to our airport and enrolled in the flying school with the statement that he had decided to turn his attention from golf to flying as a means of recreation. This man is well along in years, which goes to show that the possibility of this form of super-sport is not confined to the ranks of young men only, so that everyone who has the desire may have it fulfilled and enjoy the greatest of all sports.

I wonder if you all go home to the evening meal with the zest of younger days or do you arrive at the dinner table more or less indifferent whether you eat or not. I do know, however, that those who come out to the airport in the late afternoon and take an invigorating flight up into the pure, clear air of the higher regions, go home with the appetite of a boy, with renewed energy and interest in life and this is worth anything that the pleasure may cost.

Another angle of this situation is that the tortures of a business trip by train can be converted into the healthful pleasure of a quick flight in the air just as easily as not. By owning your plane you can 'kill two birds with one stone' in having an airplane for recreation together with the convenience and efficiency of quick transportation on occasional hurried business trips between towns that are too distant for motoring.

## Jiggs' Gems



S. C. Huffman  
("Jiggs")

an aircraft operating company must be able to grin and bear it.

"Jiggs" Huffman, whom his cadet brothers in the 1922 class at Kelly field remember for performances much less business-like than those that worry him now, has the grin. He has all the annoyances that go with the office, too. In addition to that, he has to write his thoughts each month for Sky Traffic, and each month he tries to do it. He begins trying about the first of the month, and in comes a

Harassed by the thousand worries of a new business, a hundred salesmen from a hundred lines of business, eager to cut in on "this aviation trade," and with the burden of a school and an air line on his shoulders, the modern operations manager of

salesman who wants the catering privileges on Embry-Riddle passenger liners. Another wants to provide the compacts for the women's compartments on the line. Still another believes that his bolts and washers are infinitely superior to those in use, and he has a song and dance about promoting the safety of flying for the general public.

He starts his Sky Traffic contributions again, and a voice on the phone informs him that "Such and Such fire extinguishers would put out John J. Devil's brimstone furnace." That's over and the school wants to know when the solo ships will be on the line; the Chicago representative phones that a reserve plane will have to be sent there at once; the photographic department asks that servicing be rushed on ship for its job.

So Jiggs submits the following:

### EVOLUTION

By Stanley C. Huffman

Youth, Cadet, Pilot, Instructor, Chief Pilot, Operations Manager, Insane Asylum, finis.

## 'Ray For the Scrubs!

Airplanes have very little respect for basket ball scores. On February 26, the Embry-Riddle basket ball squad started in three planes for Indianapolis where a game was scheduled with the Strauss Says team, which a few nights before had won the championship of the Indiana city.

It happened that four of the regulars were in a Ryan monoplane, and three scrubs and a regular in a Fairchild. One other regular went on the regular mail plane. The Ryan

got temperamental, and Warren Vine, pilot, was forced to land not far out of Cincinnati. That resulted in five men only reaching Indianapolis, three scrubs and two regulars. Fortunately the suits were in the Fairchild.

Carl Anderson and Merle Todd were the regulars who arrived, and Harold Pielemeier, Rex Harker and Chester Huffman, the subs. In spite of the standing of their opponents, and the fact that the same five men had to play throughout the game, they made a creditable showing. They took the small end of a 54 to 36 score.

## Out of the Sky—

### The Camera Brings Accuracy, Detail, Information, For Everybody

The uses of aerial photography are enlarging so rapidly that the Embry-Riddle Company has established a special department for handling this work. It is directed by Floyd S. Prothero.

There is a romance about aerial photography that makes its story interesting. A railroad wants to show its facilities and the surrounding land to prospective operators of manufacturing plants. Instead of wasting the time of a busy executive, lurching and dining him and dragging him as an unhappy prospect over acres of ground, they send a pilot and photographer aloft. These two young men drop down and soon lay the whole country before the executive on a photographic print.

One such contract is in the Embry-Riddle office for a 50-mile stretch of a railroad in nearby Ohio.

A power company wants to run its lines from its power development to a nearby city, and a corps of surveyors start through to lay out a straight line. John J. Farmer decides his property is much more valuable than it was the minute before he saw the surveyors on it. So the power company sends the pilot aloft, and the photographer shows a map obtained with nobody's knowledge, showing in tremendous detail, every feature of the proposed straight right of way. Gas lines, oil lines, and railroad rights of way have been located in this way and better fashion.

In Cincinnati, the Richardson Paper Company has a plant that straddles a meandering creek. If that creek were straight, it would add acres to their available space. The Embry-Riddle Company's contract calls for a print on which the paper company President can draw straight lines and give instructions to engineers and workmen.

A nearby Ohio town has signed a contract which has to do with an expected increase in population from 60,000 today to 100,000 within five years. The company has made a map of the entire city for use by the city engineer and planning commission.

Several counties in Ohio, and one in Kentucky, are discussing the company's bids on mapping the entire county. Accuracy is the principal thing here, but lower cost, more speed and greater detail are other important considerations.

Ault & Wiborg, who manufacture inks, the Big Four railroad, Procter and Gamble, soap manufacturers and Coulson & Harding, real estate development engineers, are typical users of the Cincinnati Union Terminal, mapping, factory planning, advertising and engineering.

Perhaps the most interesting job on hand with the company now is that of the Cincinnati Union Terminal, which is to be photographed regularly from the air over the construction period of three years. The company has made the first mosaic, and another will be made each year. Every two months, oblique and vertical views will be taken from a height of about 10,000 feet, from which the mosaic was made.

These "progress" photos will be in the hands of the engineers in the great job of giving Cincinnati a decent railroad terminal, and will be used in their planning and actual work. Copies of them probably will be placed in the cornerstone of the new station.

## WOMEN IN THE AIR?

### Opportunities For the Fair Sex in the New Form of Transportation Considered Numerous

Interest in aviation among women is steadily mounting and it is not improbable that the next few years will see a considerable Amazon invasion of the new industry.

Probably other aviation companies as well as the Embry-Riddle company receive frequent questions, "What place is there for women in aviation?" Many such questions come to this company through the regularly broadcasted aviation chats over station WLW by Evan W. Chatfield, each Saturday night at 7:20.

The question can be answered easily if no serious thought is given to it. Woman's place in aviation will correspond almost exactly to her place in other forms of transportation. This parallel will make the answer understandable, but it does not take into consideration that indeterminate quantity, woman herself.

Women are not bus drivers, they do not handle locomotive throttles, they are not steamship agents. Their work in transportation is subservient to that of men, who are the directors and executives of these enterprises. They take dictation, keep the boss informed of his golfing and lunching dates, frequently write his correspondence, run the office while he is "in conference" and do generally what they have been doing for a long time in other businesses.

The parallel then, indicates that women will not be pilots, mechanics, traffic managers, executives, etc., of the new aerial transportation lines now growing up. They will be the office help, invaluable, but not absolutely essential to the conduct of the business.

That's what the parallel says. What daily experience is teaching, however, is a different story. Women are getting into business in a way that will alarm an old-fashioned man. O. O. McIntyre says that the clinging vine is now sitting over a business lunch and heaving hundred thousand dollar deals at a business associate. He even intimates that male stenographers are coming into vogue, replacing energetic women who will not allow business to use only their fingers on typewriter keys, while their active brains and clever intuitions are left inactive.

We need not expect a great number of women pilots, that is, women who make their living as pilots. The work is clean, interesting and remunerative. There are psychological facts to be considered, however, that makes the employment of many women pilots rather improbable. Passengers anywhere are finicky, and it's easier to place one's trust in a broad-shouldered man with a horny hand on the controls than on a woman, no matter how competent she may become. Then, too, the very atmosphere of a man's institution like a flying field, is not conducive to "co-educational" labor. Women street car operators during the war are reported not to have enjoyed the carbarns very much.

Women have never leaned toward mechanics. They can drive automobiles, but when one stops on the side of the road, they don't pick up the wrenches and pliers. It's easier to put on the old distress wrinkles and wait for the male. So the hangars will probably always be free of feminine mechanics.

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## Aviation Is Producing New Commuter!

### Modern City Spreading Out With Faster Form of Transportation

Aviation will change real estate practises, and the whole appearance of cities, according to Major Reed Landis, in a speech recently before the Rotary club of Cincinnati.

Residence sections of modern cities are within an hour or less of the business district, the distance being determined by the form of transportation available. Business men, who appreciate the advantage of a semi-rural residence, use their automobiles to make such a residence practical. This means, according to Landis, that large residence sections can be as far from the metropolis as 30 miles.

"A man wants a place to turn his children loose without wondering just at what hour an automobile will run over and kill them. A man wants dogs, if he is normal. He wants elbow room, and so, whenever he is able, he lives out of town and depends on good transportation to carry him back and forth to his office. Today it is the automobile.

"Aviation can and will change this. Step up transportation from 30 miles an hour to 100 miles an hour and you have moved the residence section out 50, 75 or 100 miles from the office building. This is certain to change even the appearance of the modern city."

Landis might have gone farther and described the plans of many real estate firm in the larger cities which have

their eyes on the future of the privately-owned airplane and its effect on their business. In Detroit several companies have already located sites of proposed high class residential districts among the beautiful Michigan lakes, with provision for a community landing field for the use of commuters. It requires little imagination to see hundreds of business men on the subway leading to the flying field, discussing the day's business and the current flying weather. Many will take the passenger plane to their particular residence 90 miles away. Others will fly their own planes, with perhaps two or three neighbors as their guests on the trip.

Hunting clubs have already been established in many sections of the country, with flying fields proposed and some in actual course of construction, located in inaccessible regions, but in the heart of good game country. Such clubs can be 200 or 300 miles from the city and still be easily available even for short week-end trips by members.

Fishermen are delighting in the possibilities of the amphibian, which brings the most remote, and most fertile fishing paradise within a few hours of their homes. Certain aviation enthusiasts insist that heaven consists of flying to a lake which the surface traveler has not been able to reach and fish "dry," sitting on the prow of a fling boat and pulling in record-breakers until the pole breaks. Aviation is changing sport, too.

Landis emphasized one point. "If you don't use air service, your com-

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## OLYMPIC TEAM STARTS FLIGHT

### Easy Hops Planned En Route To Sidney via Bolenge

Orlando, Fla., March 15.—Sixty-eight members of the United States Olympics team took off yesterday for Sidney, Australia, where this year's games are to be held. The journey will be made by easy stages, and the plane will stop overnight at three oceanic stations, where the athletes will go through the training necessary to maintain their present perfect condition. At Bolenge, Africa, far up on the Congo, they will remain for two days as guests of the native government of that republic. The ship is capable of making the flight within two days, refueling twice, but none of the athletes wanted to forego training for that time. Eight other companies have provided their teams with army transport planes similar to the "Mitchell" on which the American team sailed.

## Eight Cincinnatians Lose Their Roof Field Permits

### "Frisky" Fliers Must Land at Fields For One Year, Inspector Rules

Eight Cincinnati permits for private roof landing fields were revoked yesterday by Federal Inspector Walter Joyce. In each case, Joyce found that owner-pilots had operated their planes contrary to strict local ordinances. One pilot has been convicted in aerial traffic court twice of bouncing his wheels on five neighboring roofs before settling to his own landing field and entering his roof hanger. All of the revocations endure for one year, during which time the pilots must use nearby landing fields where their landings will be under the eyes of municipal aerial police.

## "CAPSULE" RIDER HURT

### Order Issued Prohibiting Passenger Use of Mail Chute

Detroit, March 15.—The fourth postal employee to be injured riding in the mail chute between the municipal field here and the postoffice was Paul Jackson, who sustained what doctors believe might be a fractured skull when the "capsule" in which he was riding fell into the reception bin at the field. The pneumatic tube extends from the air mail loading building to the downtown postoffice and shoots the capsule, loaded with mail bags, to the postoffice in six minutes. Frequently, postoffice employees going between the field and postoffice have ridden in the capsules and Jackson is the fourth one to be injured. An order forbidding this practise has been issued.

## BIRDS EMULATE FLYING MEN

### Miner Finally Succeeds In Teaching Birds To Stunt

#### Pigeon Excels Hawk In Tricks

Kingston, Ont., March 15.—Albert Miner, great grandson of the famous Jack Miner, demonstrated yesterday that he can train birds to stunt, as men have done in airplanes. Before an audience of fliers, scientists and ornithologists, Miner put a tame hawk and a pigeon through five distinct stunts which he has taught them. Since man learned to fly in 1903, this ideal has been before animal and bird trainers and fliers. Long before birds could do anything but fly straight, man had flown upside down in his planes, and done many other things which he did not learn from the birds. Miner's birds each did five tricks, a loop, barrel roll, Immelman turn, whip stall and flew in inverted position. Of the two, the pigeon was the more capable, and showed more immediate response to the director's commands. Miner used a toy stunting airplane in his instruction. It took him six months to teach the hawk to loop.

## GLIDERS SET FOR ANNUAL RACE

### Eighteen Gliders In Mother Ship at Lunken Airport

Eighteen gliders have been stored in the "mother ship" of the Cincinnati Gliding club and are ready for the club's annual championship contest tomorrow.

The ship will take off at noon and climb to a height of 15,000 feet, where the contestants will begin to unload. Most of the gliders are of the folding wing type, and the task of launching presents the first of the gliders' difficulties. Rarefied air at that altitude also presents a problem, and several of the contestants anticipate falling a few thousand feet before their small wings will enable them to start a normal glide.

Two larger gliders will be towed. They are to be flown by George McCarroll, champion of 1979 and Walter H. Hopper, champion of 1980. These two are contesting for a private purse.

The winner of the main contest is that glider who alights farthest from the airport above which the release is to be made. Hopper's distance last year was 62 miles, half a mile farther than McCarroll's record of the year before. With the larger gliders they are using this year, they expect to make almost 80 miles.

(Continued from page 15)

But outside of the actual operations and maintenance departments there are many jobs which women may hold. It is well to remember here the freedom which woman has won and is developing so rapidly. Business conventions have suffered almost as much at her hand as social conventions. She has imagination, vision, a venturing instinct, and a bargaining nature to as great, and perhaps a greater extent, than has man.

The country is full of women who have built up their own business enterprises. There are hundreds of women millionaires in their own right—self made women, if you will. They have taken over business concerns as widows and carried on successfully; they have built up home-made products into nationally known marketable articles; they have developed real estate; manufacture, marketing and management are three divisions of business in which many of them have succeeded.

So far, there have been few who have made their marks in the field of transportation. But here is a new and different form of transportation, smacking directly of the new age in which women has come into her own. What she will do in aviation, even if it will be confined perhaps to the development, promotion and management sections of the business is difficult to forecast.

Certainly women will learn to fly. The thrill and newness of this ability of man to soar through the new element he has conquered, cannot fail to have its effect on impressionable woman. Earhart, Lady Gray, Grayson, Lady Heath, Trout, Smith, Omlie, these names attest woman's response to this thrill.

The same principle that governs man's fitness in aviation will apply to women. She will be a more valuable and more efficient employe or executive if she knows how to fly. For that reason, it is safe to anticipate a large enrollment of the sex in flying schools this summer.

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petitor will. You may think that transporting a 200-pound casting by air is ridiculous. But if your competitor does it that way, you will have to follow suit. Of course you already realize that you must use air mail. The good business man never fails to use a newer and faster form of communication."

Manufacturing companies are already looking eagerly toward the day when private flying will be almost universal. Each new model produced in factories today has some improvement intended to make its use more satisfactory for the private owner. Even the ships designed for transportation companies have their facilities adaptable to the private owner.

One of the principal efforts to popularize aviation is apparent today in the price cuts that are announced frequently. While motor manufacturers are all snowed under with orders, and thus can afford to demand good prices for their products, they are still planning competition in the price class direction. New factories are under way, which, when they are completed and are able to double and perhaps quadruple present production, will result in still further reductions that are steadily bringing the airplane within the reach of other thousands.

Meanwhile flying schools are training hundreds of young men who will be the commercial pilots of the future, and a few hundred men who will fly their own planes.

## AIR MAIL PILOTS

Teach you to fly at the Embry-Riddle Flying School.

Day after day these men are flying the mail through all sorts of weather. They are the practical engineers of a great laboratory, discovering new solutions for old problems. Day after day their judgment and skill are being advanced. All of this is available to the flying school student. These men, who hold their master's degrees in aviation, are your instructors.



**WARREN R. VINE**, air mail pilot and assistant operations manager. Vine's experience includes flying of all sorts. His youth has been crowded with flying time, and lessons which make him a mentor extraordinary. He has the cool judgment required of the successful air mail pilot.

**THOMAS J. HILL**, air mail pilot. Hill is a graduate of that famous school of "barnstorming" which has turned out so many of our best pilots. He flew all sorts of planes under all sorts of conditions. Today he flies the mail through thick and thin. He is of the type of the competent pilot, quiet, droll, a poor conversationalist, but at the stick—an expert.



**CHARLES C. WEHRUNG**, air mail pilot. Wehrung is a graduate of the Embry-Riddle School, and one reason for the school's pride in its accomplishments. While he is the youngest air mail pilot in the country, he has back of him enough hours to qualify him in the eyes of the government for this important job.



**FRANK MERRILL**, air mail pilot. Frank is a Texas product, also a graduate of barnstorming methods. He has flown for several years, principally in Texas. He piled up more miles in one month than any other air mail pilot in the country. A picturesque, able pilot where a student is concerned.



The head of the school and his assistants do not "sell" you a flying course. They only place their experience and knowledge at the disposal of the student and advise with him.

Write or visit us for details.

## THE EMBRY-RIDDLE FLYING SCHOOL

LUNKEN AIRPORT

CINCINNATI, O.

## What Do You Want In Your Airplane?

You are reading the ads now, considering price, performance and upkeep. These three items are most important to you as long as the airplane in question is licensed by the Department of Commerce.

BUT—there is another important consideration for this year of 1929. You want an airplane manufactured by a firm of sufficient age, experience and accomplishment. You would not buy a car that would be orphaned within a year. Now is the time to avoid buying an airplane headed for the same fate.

We have followed this reasoning in becoming distributors for Waco, Monocoupe and Fairchild. Which one do you need?

### THE MONOCOUCPE

Here is a real coupe of the air. You and a friend sit side by side and converse easily at full speed. (Something new in airplanes). You travel at 100 miles an hour without effort or strain. The remarkable feature of this ship is that its operating cost, including depreciation, is only six cents per mile if you fly it yourself. This is less than automobile upkeep.

See it, fly it, buy it at ..... **\$2775**

### THE WACO TEN

(Standard). The familiar, famous WACO, 3-place open biplane. The leader in its class in sales, performance, price. Furnished with engines from 90 h.p. to 300 h.p. A few 0x5 engined jobs are left at .....

**\$3235**

### THE SPORTWING WACO

Here is the ship for high speed transportation. An easy 150 miles an hour top speed, or cruise at 120 miles an hour. From Cincinnati to Chicago in two hours if you want to. Or, if you want to play in the air, this plane has all the performance you need. It is the first commercial plane to perform an outside loop. Complete with instruments, upholstered cockpit and choice of colors .....

**\$8575**

### THE MONOCOACH

The lowest price quality "family plane." Powered with the new Velie 180-h.p. air-cooled motor, seating four. Cabin comfort, reserve power performance .....

**\$6500**

### THE FAIRCHILD 21

Here is a new sport plane. A two-place, open, low-wing monoplane powered with an 80-h.p. motor. Excellent for training and the private flier who likes his "roadsters" .....

**\$4550**

### THE FAIRCHILD 41

This plane became a sensation the moment its price was announced. Imagine Fairchild quality, performance, comfort and convenience features in a modern cabin plane at anything less than \$10,000! The 41 carries four and sells for .....

**\$9250**

### THE FAIRCHILD 71

The outstanding single-motored airliner. The ultimate in comfort with speed and wearing qualities. Powered with the famous Wasp, and seating seven .....

**\$19,200**

  
**LUNKEN AIRPORT**  
 Cincinnati, Ohio