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The Embry-Riddle Company Sky Traffic 1928-09

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The EMBRY-RIDDLE^{INC.} SKY TRAFFIC

Vol. 1

SEPTEMBER 1928

No. 1

These Days at Lunken Airport



This shows a typical Sunday afternoon gathering at Lunken Airport. In the foreground is the three-colored Ford transport, now on regular passenger service each week-end between Cincinnati and Detroit. Next are four passenger ships operated by the Embry-Riddle Company. There is parking space for thousands of automobiles at the field.

The School



Robert L. Rockwell

Robert L. Rockwell, an ace of the famous Lafayette Escadrille, became director of the Embry-Riddle Flying School August 15th.

Rockwell is 36 years old, a native Cincinnatian, and has had a tremendous lot of flying experience. Four years to the day on which he sailed for France, he returned to America, March 13, 1919, with a record of fighting in the air that makes him one of America's greatest. He went to France in 1915 to study medicine at a French hospital, but in 1916 he joined the Escadrille. After the various courses in several French aviation schools, he went to the front along the Somme where he engaged in his first patrol alone over 20 miles of enemy territory.

Rockwell likes to tell mostly of the escapes he had from enemy aircraft and "archie" fire, rather than the actual combats that resulted in his victories. On one occasion, he felt a high calibre shell pass directly beneath his plane, and the rush of air turned him over on his side before he could get control of the plane. Another time while he was picking out a victim from among seven enemy planes, he heard bullets ripping through his wings and looked back to see a German flier right "on his tail" calmly loosing both machine guns at him. He found upon inspecting his plane that he had been sitting between the stream of bullets which had almost crippled his plane before he dived and twisted to safety.

Rockwell will personally check every graduate before he is soloed, and instruct in acrobatics. In addition, he

will lecture in the ground school, standardize the instruction methods of every pilot, and generally supervise the school activities.

NEW ONES

Among the students recently enrolled are William Langford, Richmond, Ky., Gates Dawes, Cincinnati, Don. B. Middleton, Cincinnati, Louis Margolis (K. O. Mars), Cincinnati, William Carp, Ashland, Ky., Louis E. Wirth, Covington, Ky., Edward B. Schoenberger, Cincinnati, Roy Osborne, Covington, Ky., Robert Morman, Cincinnati, Donald McNamee, Cincinnati, W. F. Lorenz, Cincinnati, Dominic Angieri, Torrington, Conn., Cleophus Sullivan, Covington, Ky., Eugene A. Leary, Cincinnati, and Wendell T. Fleming, Newport, Ky.

JOLERY

New wings are ready now for graduates of the Embry-Riddle Flying School. They are about three-quarters of an inch long, 14-carat gold and bear the letters "E.R." flanked by wings.

JIGGS AN AUTHOR?

Jiggs is writing editorials. Think of that.

For the uninitiated, Stanley C. Huffman, operations manager of the Embry-Riddle Company, and chief pilot of the school, made such a good speech at a recent Embry-Riddle graduation exercise that *Air Transportation* decided to publish it in full. It appeared in the issue of August 25, and is recommended to young pilots everywhere.

Graduates will remember the blunt undecorated wisdom of Jiggs' advice when they sat at his feet in school. Much of this will appear in an editorial by him to be published in the same magazine soon of September 8th.

The Municipal Airport



Colonel C. O. Sherrill

Plans for Cincinnati's landing field indicate that the city is taking advantage of every possible development in this important business in order to have a harbor for airplanes and airships that will rank with the best municipal airport in the country. The field is 20 minutes from the postoffice. In size, it is doubtful whether any municipal airport will equal Cincinnati's. A total of 959 acres of river bottom land at the confluence of the Little Miami river and the Ohio river will be devoted to this purpose. This includes Lunken Airport as it now exists, and the new and larger field will be called by the same name. This is in honor of the group of men headed by E. F. Lunken, whose establishment of the field, and whose gift of the field to the city have been important steps in the history of aviation in Cincinnati. Until the entire field is made ready for use, the city will operate Lunken Airport as it now stands, fitting it for night flying, and erecting hangars as they are needed to house the ships of operating companies, private owners and visitors. The field will be lighted and an administration building, three hangars and a shop erected before snow flies if present plans materialize.

Eventually, these plans will be extended, the entire field will be developed and expert management appointed, until we hope to make Cincinnati's a model airport. It is planned now to combine with the airport certain recreational features under the direction perhaps of the Recreation Department, such as baseball diamonds, football gridirons, swimming pools, golf courses, tennis courts and polo fields. These facilities lend themselves easily to combination with an airport.

The architects, Kruckemeyer & Strong, under the immediate direction of R. N. Olin, Director of Service, have taken advantage of the experience of builders of many other airports in the planning of shops and hangars and administration buildings. They will visit modern airports and hope to combine the best features of all of them into Cincinnati's field. The latest developments in airport lighting will be used.

Practical fliers in Cincinnati have been invited to lend their assistance and suggestions in the plans for the field, both as to construction and operation. In this connection, the city is fortunate in its association with the Embry-Riddle Company which has been operating Lunken Airport for three years. This company is composed of practical young men who have built up a reputation for themselves throughout the aviation industry, and who are now tasting success in the conduct of an air mail line to Chicago, a flying school, and related commercial air work. The city has awarded this company liberal terms in its future use of the municipal field as a token of its gratitude for the pioneer and development work done by the company here in Cincinnati.

As to the actual physical appearance of the new field no definite plans have been drawn. However, the plan is to have all buildings in the northwest corner of Lunken Airport as it now exists, with the hangars along the western edge of that field. Hard pavements will surround these hangars and a 300-foot apron of concrete will run along their front. The administration building will be in the corner of Davis Lane and the old Turkey Bottoms road. A new road has been constructed from Davis Lane to Beechmont Avenue, paralleling the railroad, and along this road factory sites for airplane and accessory companies will be leased. One such site is already leased and a new building will soon be constructed there.

We expect also to see additional regular lines using the field before a year has passed, and any prophecy of the airport's future is bright with promise.

Embry Embers



T. Higbee Embry

I can now advise anybody on hobbies. I've had a lot of them. First it was busses, but the city of Cincinnati refused to look two years ahead, and my partners and I came out the little end of the horn. Now, Government Square is chock full of busses, and they wouldn't even let us use it three years ago.

So I turned to aviation. My friends laughed. I wept a little when the first five Wacos Paul Riddle and I had contracted to sell, sat silently in the hangar and stared at us. I began to think maybe my friends were right.

But now, these same friends drive up to the entrance to the airport and sit in their cars and watch the planes go around. They're afraid to come in, because they know good and well I'll point out a few things to them and laugh at them as they used to laugh at me.

Just recently I took up a pigeon hobby. You'd be surprised how interesting homing pigeons are. I have a great time with them.

But the latest hobby is my Whirlwind Waco. We claim down here it's the finest sport plane in the country. It has everything on it but steam heat and hot and cold running doorknobs.

It makes me competent, I believe, to add my personal advice to that of thousands of others in this country. Flying is the greatest hobby of them all. If you are able to own a fine plane, by all means get it and find out what it means to fly. If you can only afford a cheaper plane, get that. There is no sport, no recreation like it. I wouldn't give up my plane for three times what it cost me.

FLAMINGO TESTED

The Flamingo, first all metal airplane made in Cincinnati, had its second test on Lunken airport Tuesday, September 4, after being repaired, and in many respects re-designed following its accident at Louisville last summer.

John Paul Riddle and Stanley C. Huffman will make complete tests on the plane for the Metal Aircraft Corporation, the makers. The plane has a different nose and cowl, the tail surfaces are larger, corrugations on the fuselage are 4 instead of 6 inches apart, and the cabin is finished in mahogany.

Its top speed is expected to be around 140 miles an hour, and a cruising speed of 115 or 120 miles an hour.

Thomas E. Halpin, who gathered the designers and makers of the first plane together, has almost recovered from his injuries received during the accident, and will return to Cincinnati from Denver soon.

CAN YOU HELP?

Four private planes were christened at Lunken Airport on Sunday, September 2, 1928.

They were the Kambembe Katoka, a Whirlwind Waco, owned by T. Higbee Embry, president of the Embry-Riddle Company, the Jean d'Arc, a Whirlwind Waco, owned by John W. Pattison, the My Buddy, an OX5 Waco, owned by John M. Wallace, and an OX5 Waco, owned by Elmer and Melville Schmidt, which was called Gypsy Belle.

The quadruple christening was made a part of the regular Sunday afternoon program, and each owner had selected a beautiful lady to crack the bottle over the nose of the plane.

The name of Embry's plane was the mystery of that afternoon and has been a mystery ever since that time. The name was given him by A. E. Brugger, a flying student, who is an engineer in the diamond fields of Africa. It is the Lonkundo dialect, and other members of the company have invited anybody who knows what it means to write in the translation. The curiosity is galling, and Embry only smiles and refuses to explain.

These four planes make 13 privately owned planes in Cincinnati, seven of which are at Lunken Airport.

EMBRY-RIDDLE SKY TRAFFIC

published by

The Embry-Riddle Company

Lunken Airport, Cincinnati, Ohio

Operators

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

The Embry-Riddle Flying School

Air Taxi Service

Local Passenger Flights

East 4700—Cincinnati

Belmont 4979—Indianapolis

Hemlock 7848—Chicago

CHARLES E. PLANCK, *Editor*

SALUTATION



Charles E. Planck

Here we are busting into print to allow a waiting world to know just what we are doing.

We are young, ambitious, optimistic. What commercial operators are not? Perhaps this house organ is just an evidence of our optimism.

This is to say "Hello" to our thousands of friends over the country, friends at just about every field of importance from coast to coast. This is to say "How are you comin'?" to all the graduates of our flying school. This is to say "Good luck" to enterprisers younger than ours, and those in the process of formation.

The Embry-Riddle Company has grown in three years from a two-man team composed of Hig Embry and Paul Riddle to a fifty-man organization with titles. Now, T. Higbee Embry is president. John Paul Riddle is secretary-treasurer and general manager. We have a traffic manager, a sales manager, a school director, an operations manager, an office manager and a director of public relations. That's about as nice a little collection of titles as you could find anywhere. But if you'd see the desk of each man, and hear him vow he didn't have time for

all the work, you'd find a reason at least for a division of the work—and maybe a justification for the titles.

Why we've even got a telephone board, two stenographers—all this should be interesting to former students. And we hope to have the congratulations of other operating companies too, for our growth. We never hint.

We feel that the growth of this company is due not only to the hard work which we have put in, as to the happy situation now prevailing over the country with respect to aviation. People have taken us up. They are riding our air passenger lines; they are sending air mail; they are learning to fly; they are buying airplanes.

That's great. Operating companies need patronage and plenty of it. The old timers deserve it. Those newer companies, such as ours, which is composed of hard working, ambitious optimistic young men, have a right to bright futures.

So that's the purpose of this little magazine. We want to keep ourselves in the eyes of the world, particularly our own aviation world. We want our graduates to remember us, and let us remember them by following their lives in these columns. We want to share our ideas for traffic promotion, flying school operation, hangar work, aerial service of all kinds, with everybody who will read them. We want to make friends with every prospective student, airplane prospect, every business man who finds that aviation touches his business.

In exchange we want more business. We want to grow. Just so long as we can have lots of airplanes buzzing over the office, carrying mail, passengers and express, students, air taxi patrons, then we'll be happy.

If we're not on your mail list, let us in. If you are a graduate give us a line now and then on what you're doing. How much time have you now? If you have some new ideas in sales, traffic, school, what about sharing them? If you want any Cincinnati news, or any Embry-Riddle information, we'll send it along.

Here's to long years of pleasant acquaintance.

The Hangar



Don Griffith

nails, would be saying something about it some time. But not Don Griffith, hangar superintendent for the Embry-Riddle Company. He goes right on about the business of keeping the planes fit to fly, and says nothing about himself.

But it is understood that Don has been flying and doing things like that since he was knee high to an oyster or thereabouts. Nowadays he has 25 men working day and night in the hangars, 20 planes to watch over and inspect, motors always on the repair stand, students from the flying school to instruct in the mystery of aviation power plants. It is little wonder he has no time for talk. And talk won't keep the air mail flying.

John K. Milholland is a handsome black haired young man, single, with seven children. Nobody has more pride in his dependents than John. He has every one of them painted orange and black. They are the air mail planes used on the Cincinnati-Indianapolis-Chicago line, and to give John the credit he deserves, the mail planes never looked better than right now.

SKY COPPING

The police of Cincinnati now have an airplane for emergency service, particularly in policing the air over the city and the municipal airport.

T. Higbee Embry, president of the Embry-Riddle Company, presented his

The trouble with most of the interesting people is that they won't talk about themselves, or anything interesting they have done.

You'd think anybody who had made more parachute jumps than he has fingers and toe

new Whirlwind Waco sport plane to Col. C. O. Sherrill and Police Chief Copeland at a ceremony, Sunday afternoon, September 2, at Lunken Airport. In making the presentation, Embry said he hoped that whenever the plane went up, crime would go down.

Pilots of the company will serve the city whenever it is necessary to use the plane. It is housed in a special hangar near the office, and at a telephone call from headquarters, the plane will be put on the line and started, in readiness for the arrival of a police representative. It is believed it will be especially valuable in preventing violations of the federal, state and city laws regarding flying, since the plane is faster than anything else in Cincinnati and will make it easy for an offending plane to be recognized in the air and its pilot apprehended later.

Embry's plane is perhaps the most completely equipped sport plane in the country. It is painted pure white even to landing gear and wires. Every instrument for night or blind flying is installed, including an earth inductor compass. The plane has a cockpit heater, brakes, baggage compartment, electric starter, muffler ring, and is generally conceded the finest Waco ever turned out.

THEY HAVE LEARNED HOW



This is a graduating class of '27 in the Summer of 1928 at the Embry-Riddle Flying School. Stanley C. Huffman, chief instructor, is shown at the microphone handing out diplomas.

Traffic



Floyd S. Prothero

On Saturday morning, Sept. 8, at 10 o'clock, the first Consolidated Airline Ticket Office in this country was opened in the arcade of the Palmer House at Chicago. Another emphatic gesture that air travel in the United States has arrived.

The members of the new consolidation consist of the traffic managers of the contract air mail operators which are at present flying into Chicago on regular schedule, and represent at this time the National Air Transport Company, the Robertson Aircraft Corporation, North-West Airways, Incorporated, and the Embry-Riddle Company. Boeing Air Transport Company is to enter the group as soon as they have suitable facilities for accommodating their passengers.

The Embry-Riddle Company played no small part in the development of the idea, and contributed to a large degree practical efforts that ultimately bore fruit in the actual adoption of an association formed for the purpose of conducting the first consolidated ticket office. In fact the whole scheme followed closely the principles adopted by this company in the opening of the first Air Travel Bureau recently in the lobby of the Gibson Hotel in Cincinnati.

Briefly, the new Consolidated Ticket Office at Chicago will be the clearing house for all reservations and transportation over any and all passenger air lines in this country that are operated by air mail contractors. This is real service for the public, and as far as up-to-date methods and efficiency is concerned, is easily comparable to the finest railroad consolidated ticket offices.

Thus the air mail carriers are ever

responding to the public's plea for "Speed." They are going a bit further by endeavoring to add convenience and comfort.

This is just another step in the progress of aviation. We cannot help but wonder what the next few years will bring.

THE UP AND UP

The Embry-Riddle air mail line was the only one in the country to show 100 per cent increase in poundage as a result of the decrease in air mail rates, August 1st. Irving W. Glover, second assistant postmaster general, had estimated the increase would be 45 per cent over all lines.

The Cincinnati-Indianapolis-Chicago line has shown but one decrease in monthly poundage figures. In August the poundage increased 213 per cent. Passengers also have increased. Here are the figures:

	<i>Pounds</i>		<i>Pounds</i>
January....	1452		
February...	1765	Increase..	313
March.....	1840	"	75
April.....	1935	"	95
May.....	2697	"	762
June.....	2345	Decrease	
July.....	2684	Increase..	339
August.....	5708	"	3024
		<i>Passengers</i>	
May.....			22
June.....			28
July.....			39
August.....			50

CINCINNATI AIRACE

Every resource of the Embry-Riddle Company and the Metal Aircraft Company of Cincinnati has been placed at the disposal of the Cincinnati Airace Committee, arranging for the three transcontinental races between Los Angeles and Cincinnati, September 19 to 23. John Paul Riddle has been named general manager, and Charles E. Planck is in charge of the Cincinnati office. Every member of both companies has been placed on a committee of actual workers, following the expressed desire of Henry C. Yeiser, Jr.,

president of the Aircraft Company, that the young men in aviation in Cincinnati be given the responsibility in the management. Ralph Graichen, designer of the Flamingo, made by the Yeiser Company, has been named a timer, and Thomas E. Halpin, organizer of the company which made the first Flamingo, a judge. T. Higbee Embry, president of the Embry-Riddle Company, heads the reception committee for the pilots on the races.

SQUABBY'S MARRIED

One of the most economical marriages on record was completed August 27 when Warren R. "Squabby" Vine, air mail pilot, married Lady Ruth Ogle in a Fairchild "all-purpose" monoplane 10,000 feet above Nashville, Tenn.

His friends at Lunken airport estimate that Squabby came out \$10 ahead on the wedding at current passenger-carrying prices. The bride's father, Rev. Ogle performed the wedding. The bride's friends, Misses Sessions, and Harwell, "stood up" with the happy couple. At \$5 a ride this makes \$15, and no minister would charge a bridegroom more than \$5. Net profit, \$10, because Squabby flew the ship himself.

Lionel Stephan, his mechanic on the photographic mission at Nashville, peevish because Squabby would not let him fly the ship, and be the best man at the wedding, told a few friends what was happening behind the clouds 10,000 feet up, and when Squabby landed, he and Lady Ruth were photographed and riced to a fare you well. But Squabby got even. "Steve" had to clean out the rice.

The Embry-Riddle Company sent him the following bill by wire on receipt of the news:

"Please remit immediately \$37.50 for one-half hour blind flying over Nashville, August 27, 10.15 a. m."

Vine and Stephan are mapping the Cumberland River and its tributaries, 1,700 lineal miles. The courtship lasted two months. Such is the effect

of Southern climate and soft Southern eyes.

A second recent marriage in the company is that of Milborn Hendricks. Hendricks got the ceremony over so quietly and so close to press time that we didn't get the name of the bride.

A STUNT

Visitors at Lunken Airport found watches dropping out of the sky Sunday, September 2, when the Jacobs Jewelry Company used the company's planes in an advertising campaign for new accounts. Two wrist watches, one for a man and another for a woman, were dropped from a plane 500 feet above the airport. They were American "shock-proof" watches, and both were caught by men. The company also dropped several thousand certificates each worth \$2.50 in trade at the store. They reported many new accounts as a result of their offer of a free airplane ride with every watch purchased, or any new account totaling \$19.50.

"FLY, SIR?"

Bright eyes and snappy smiles sell tickets faster than a male barker, the Embry-Riddle Company has found, and six young ladies, friends of the company, are on duty each Sunday at Lunken Airport.

In addition to the amplifying apparatus used by the company in keeping the crowd informed of happenings at various parts of the field, and which announce the sale of tickets, the girls meet the customers personally with tickets in hand and smile on face. Among those who sell are Alice and Mildred Douglas, (the Douglas, 02's), Jessica Steinle, Dorothy Goodwin, Willie Helen Larkcom, and Mrs. Edward Benham.

The smiles get brighter during the afternoon, because the girls get a 5 per cent commission on all sales. After a very good Sunday, they all wear new dresses.

Jiggs Gems

HOW NOT TO GROW OLD



Stanley C. Huffman

1. Never warm the engine up. It is a waste of time and gasoline.
2. Never look around for other planes coming in, before taking off. You are apt to strain your neck.
3. Always take off down wind. You can run farther on the ground and make better speed.
4. Never use all of the field. Take off as near obstructions as possible. It shows confidence in your equipment.
5. Never wait for fog to lift before taking off. It might get worse.
6. Always chandelle on the take off. The rest of the trip is shorter.
7. Never pay any attention to an engine miss on the take off. Keep on going. You have too much power any way.
8. When the engine quits always pull the nose up. It gives you more time to pick a field.
9. When the engine quits on a take-off always turn back into the field you just left. It results in spot landings and decreases the roll along the ground.
10. Whenever your instruments show an improper reading keep right on going. They are only placed on the board for ornamentation.

VIA SKY HOOK

Parachute jumping is becoming a popular course at the Embry-Riddle School. Thus far 18 have jumped, 16 of them for the first time.

In the fall of 1927, John Paul Riddle decided he would have F. G. Manson, civilian parachute expert of Wright Field, instruct certain members of the company in jumping. Riddle made the first jump, followed the same day by Charles E. Planck. T. Higbee Embry, president of the Company,

jumped the next Sunday, and the epidemic was on. There followed Clarence O. Meguire, Warren R. Vine, Charles Veigel and Stanley C. Huffman.

Beginning again in August, the class has grown until there are now 22 jumpers. Following are some of the impressions gathered by the members:

HOW IT FEELS TO MAKE A PARACHUTE JUMP

"A wingless buzzard, hurtling through space, to be transformed all of a sudden into a silken butterfly."—Elmer P. Davis.

"I went up—I saw—then I conquered the rip cord."—T. Higbee Embry.

"A thrill indeed. The highest dive I ever made."—J. Paul Riddle.

"Sort of a silly feeling standing on the sidewalk waiting for the pilot to say 'Go ahead', but after that, Whew!"—Charles E. Planck.

"The first one felt like my first kiss. The second, well, not like the second kiss. Much worse."—Rex Harker.

"The hardest part was standing on the slippery sidewalk trying to keep from falling before I jumped."—James Clarke.

"How does it feel? I'll have to make another one before I can tell how it feels."—Russell Carrigan.

"There's nothing to it—for publication. Privately I could tell you plenty."—Robert Sanders.

"Makes me mad to see a pilot sit there so coolly and say 'All right, go ahead.' That's easy."—C. O. Meguire.

"'Worse 'n gettin' married.'"—Warren R. Vine.

"What a grand and glorious feeling—when you finally stand up again on solid ground."—Stanley C. Huffman.

"The last 50 feet, the ground just jumps right at you. It's remarkable how fast it moves."—Ellis Jones.

"It's not the jump. It's the landing on the hard, hard railroad bed."—Dan A. Schryver.

"That proves that even if my skin is brown, I'm as brave as any white man."—Ed. Smith (colored pullman porter).

Riddle Riddles



John Paul Riddle

I believe that Chicago is the greatest center in the world for air transportation. Cincinnati is certain to get its share of this new business. There will be at least seven lines serving Cincinnati. Within two years, our company will be operating four of these lines.

There will be air transportation between every important center and everywhere where distance is an element of the problem.

For this growth, pilots and trained personnel are needed. Can you picture the need of pilots two or three years hence? If you can, just add to that thought the fact that it takes two years to make a good pilot.

Transport companies are realizing the importance of the pilot problem, and are asking schools to turn out pilots, instead of merely teaching people to fly.

In our company we recognize the fact that every man of our personnel is better equipped in his work if he can fly. Therefore we have taught as many as possible to fly. Today, out of the 54 employes, counting stenographers, bookkeepers and all, there are 30 pilots.

Our company is going to need pilots very soon. Every other transportation company faces the same problem. The young man seeking a good profession need look no further.

HOSPITALITY

"Break the Hop at Lunken" is becoming a familiar phrase over the country, through the advertising of the Embry-Riddle Company. Because of the geographical location of the field, it is ideally situated as an intermediary stop on almost any flight from East and

West or North and South. The flavor of southern hospitality prevails at the field, together with perfect service and repair facilities. A new 1,000 gallon gas tank with a force feed system has been installed on the field, and makes fuel servicing a fast process. The field has a 4,000 foot runway in the direction of the prevailing wind, and a 2,800 foot runway at right angles. Three square miles of flat bottom land surround the field, and make emergency landing fields as plentiful as wires on a Jenny. There are enough Kentuckians in the Embry-Riddle Company to back up the invitation, "Light down stranger, and rest awhile."

Following is a list of the personnel of the Embry-Riddle Company, September, 1928:

- T. Higbee Embry, President.
- Mrs. Susan H. Embry, Vice-Pres.
- John Paul Riddle, Secretary and General Manager.
- J. H. Stewart, Sales Manager.
- Robert Rockwell, Director of Flying School.
- Floyd S. Prothero, Traffic Manager.
- Stanley C. Huffman, Operations Manager.
- Don Griffith, Hangar Manager.
- Charles E. Planck, Public Relations.
- C. O. Meguire, Office Manager.
- Frank Ware, Chicago Representative.
- Donald A. McConnell, Indianapolis Representative.
- E. W. Chatfield, Office.
- W. T. Taylor, School.
- Elmer P. Davis, School.
- Miss Maxine Wiegand, Air Travel Bureau Manager.
- Miss Mary Sellers, Stenographer.
- Mrs. William Rapp, Stenographer.
- J. M. Clements, Bookkeeper.
- Miss Ruth Huff, Stenographer

Pilots

Charles C. Wehrung, Warren R. Vine, Thomas J. Hill, Frank Merrill, Samuel Sharpe.

Office Help and Men "On the Line"

Albert Schultz, Rex Harker, R. E. Meguire, Robert Carp.

Mechanics and Hangar Workers

James Clark, John K. Millholland, Ellis Jones, Miller Allan, Milburn Hendricks, Ray McNay, D. L. Normin, Robert Sanders, Charles Denton, M. C. Hall, E. M. Lykens, B. W. Craycraft, Samuel Carson, C. Huffman, Eugene Jones, Vernon Lee, Robert Martin, Harold Pielmeier, Russell Carrigan, Ivan Stooky, Eckford Hodgson, Vernon Dennison, Thomas Hatton, Lionel Stephan.

Aerodynamics Lecturer

Walter Clayton

NEW SALES MANAGER



John H. Stewart

John H. Stewart took over the duties of sales manager of the Embry-Riddle Company, August 15th. Stewart is a war trained pilot, having received his training at Love Field in 1917. He was instructor at Payne Field in

Mississippi where he standardized the instruction in acrobatics. Later he joined the 117th squadron of the First Pursuit Group in New York, and later went to Boston Tech in the aeronautical engineering class. In 1919 he left the army, and engaged, for a while, in commercial flying in Cincinnati.

Stewart will demonstrate and sell the three planes for which the company is distributor, the Waco, Monocoupe and Fairchild.

HANGAR EATIN'

The first of a series of hangar suppers to be staged monthly by employees of the Embry-Riddle Company was held Friday night, September 14, when the company entertained its 54 employees.

At the first supper, the company was divided into three clubs, Wacos, Monocoupes and Fairchilds, and these clubs will be responsible for the suppers hereafter. Members were selected by lot,

and pilots, officials and mechanics are mixed up into three groups that promise plenty of intramural competition.

T. Higbee Embry reviewed the history of the Embry-Riddle Company at the supper, recounting its growth from the time three years ago when he and Paul Riddle, then a barnstorming pilot, signed a contract for 12 Waco planes, and took the states of Ohio and Kentucky as their territory. Embry waxed witty in describing their efforts to sell these 12 planes, and made a wonderful contrast of the early slow days with the Summer of 1927 when they sat in the office together and thought up ways and means of getting faster delivery from the factory, and polite methods of not returning deposits.

Riddle described the city's plans for the new municipal airport, which when finished will be the largest municipal airport in the country. He prophesied that every member of the company will look back to the Summer of 1928 as the date of his beginning in real aviation business.

"All of us now have futures, and there are no limits except those we ourselves set up. Let's go!"

Bob Rockwell, head of the school, announced plans for conduct of the school during the winter.

FLIERS SHOULD SWIM



Believing that all pilots should know how to swim, the Embry-Riddle Company includes swimming in Coney Island pool, the largest in the world, in its recreation program for students. Albert Schultz, left, is instructor of the class.

All Eyes Toward Cincinnati

The 1928 Cincinnati Airrace for the Henry C. Yeiser Trophy and \$20,000 in Prizes makes the Queen City the next Mecca for Airmen

Starting from Los Angeles at the close of the National Air Races, three transcontinental races will end at Lunken Airport, Cincinnati, in the daylight hours of Saturday and Sunday, September 22 and 23.

Rules and regulations of the National Air Race transcontinental races for Class A, Class B and the Non-Stop, will maintain, and National Air Race officials will start the race at Los Angeles.

Here Are The Prizes

Class A (For ships with 510 cu. in. engine displacement)		Class B (For ships with 800 cu. in. engine displacement)	
First.....	\$2,000	First.....	\$2,000
Second.....	800	Second.....	900
Third.....	400	Third.....	400
Fourth.....	200	Fourth.....	200
Fifth.....	150		

Non-Stop (open to all)

First.....	\$3,000
Second.....	1,000
Third.....	500

The route will be through El Paso, Ft. Worth and Pine Bluff. Gas, oil and entertainment will be free to contestants at every control point.

Performance Prizes—For every entrant, except prize winners, who reaches Lunken Airport before sundown of Sunday, September 23, there is a prize of \$100.

Headquarters, 1714 Union Central Building, John Paul Riddle, General Manager.

West Coast, Ambassador Hotel, Richard R. Blythe, Los Angeles.