

The EMBRY-RIDDLE^{INC.} SKY TRAFFIC

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DEBUTANTES AND FLAPPERS



December 17, 1928, these Cincinnati debutantes christened four homing pigeons of the flapping flock of T. Higbee Embry. Left to right, they are: Miss Sarah Benedict with "Cincinnati"; Miss Jane Bernard with "Indianapolis"; Miss Bernice Williams with "Chicago", and Miss Margaret Andrews with "C. A. M.", which means Contract Air Mail. (See story on page 15.)

Why I Want To Learn To Fly

Here are some excerpts from essays submitted in the Embry-Riddle contest won by Miss Marion Taylor in 1928:

"In the last two years, aviation has made such sound progress toward perfection that it may now be classed as a profession."

"I feel proud to get up and fly an airplane, because I know it is man's dream come true."

"Flying is a clean life, and a he-man's job. It pays high salaries to its pilots, designers and ground workers."

"A knowledge of aviation is a military necessity and a path to commercial opportunity."

"No other industry has developed men of the type that this new science has produced. I want to fly because flying seems to bring out the best that is in man."

"It holds in the palm of its hand the tomorrow of our cities, our nation and our world."

"I want to pep up. I shall regret to look back later toward any phase of life ill-spent. Flying affords pleasure, adventure and knowledge. Where have I been so long?"

"Because aviation is a comparatively new industry with few bad precedents, an industry full of shining promise, tinged with a bit of adventure and holding forth all the inducements of a rapidly expanding business. I am anxious to find my niche, preferably as a pilot, in its hall of success."

There they are, all of them. Youngsters, sportsmen, rich men, poor men.

Is your reason mentioned? Are you looking for good pay in a profession that you will enjoy?

Can you realize the opportunity? At least 10,000 pilots will be needed during 1929. And for every pilot, there are a dozen good ground jobs.

We are ready to advise with you on your flying course.

EMBRY-RIDDLE FLYING SCHOOL

*Lunken Airport,
Cincinnati.*

The Flying School

By Phil Love.

(Editor's Note. Sky Traffic is fortunate in getting the following article from Phil Love, Lindbergh's flying companion, and a member of the Flying School Committee of the Aeronautical Chamber of Commerce. Love's practical experience as a flier, and his investigations as a member of this committee, make his observations exceptionally valuable. Prospective students of flying schools can follow no better advice than his. Love is a member of Love-Sultan, Inc., airport engineers, of St. Louis.)

Any flying school which receives the recognition of the Aeronautical Chamber of Commerce must measure up to the following standards:

1. The minimum course to receive recognition qualifies the student to receive a private pilot's license.
2. All flying instructors must be licensed transport pilots.
3. All airplanes used in school instruction shall be licensed by the Department of Commerce.
4. Training fields should be of a minimum size to permit runways into the prevailing wind direction, 1,500 feet in length by 500 feet width, allowing a ten to one ratio to clear all obstructions.
 - a. The maximum amount of traffic safely permissible on a training field is in the ratio of ten ships per one hundred acres of available landing area.
5. The minimum ground school course to be recognized shall cover the ground school subjects required by the Department of Commerce for a Transport License.
6. Daily inspection of equipment must be enforced.

Schools which operate for the most part within the boundaries of one state are not engaged in inter-state commerce, and so do not fall under the control of the Federal Air Commerce Act. It is the sense of our committee then, that the Chamber of Commerce can assist in the general situation by setting up standard requirements.

It is felt that such deficiencies exist in flying schools today are largely attributable to the lack of common requirements, and that these can be best corrected through moral suasion and an appeal to self-discipline. Unquestionably, there has been some adver-

tising used by schools which has lead prospective students to think that they would have the world at their feet shortly after enrollment. It is one of the functions of the committee to investigate any school advertising that may be misleading, and submit a report of his finding to the committee chairman.

I personally feel that students entering aviation as a profession, should exercise greater care in the selection of the school than they would use in the selection of a university in which they are to specialize in Law, Medicine, Dentistry, or any other profession. My reason is simple. If you think back a few years, you will remember that these professions might be mastered in short periods, and even in night schools, until the government placed tighter restrictions about their operations.

As yet, no such restrictions have been placed around flying schools, tho it may soon be expected, and greater care must therefore be used. It behooves the student to select a school whose curriculum will enable him to pass government examinations. The Department of Commerce has already taken a step in this direction by recognizing 50 hours of combined dual and solo time as enough for a limited commercial license, instead of 50 hours solo, provided the time is certified by a school which has the Department's confidence.

In training a man in ground school, we can lay down definite rules and specific examinations which he must pass. Our committee favors a standard in this branch of training. In teaching a man to fly an airplane, however, we are confronted with quite a different problem. I believe any normal man can learn to fly. By that, I mean, he

(Continued on Page 7.)

EMBRY EMBERS



T. H. Embry

A new year always sends my thoughts back to the past. In the case of this company, the past goes back about five years when I took my first airplane ride. Paul Riddle was the pilot and the plane was an old Jenny.

I paid \$15 for a ride that lasted about five minutes and I was perfectly satisfied. Later that year, prices dropped to \$10 for the same ride, and today, thousands of people take the same ride at our field for \$3. As far as the consumer is concerned, aviation has "progressed" 500% in five years.

Within the game, we can see the same kind of progress. Prices are coming down steadily on airplanes, engines, parts, and maintenance.

The first planes powered with Whirlwind motors, cost around \$15,000 or \$20,000. There are excellent planes available with that motor today for \$7,000. Quantity production will continue to bring prices down.

Paul Riddle taught me to fly in the stubble fields around Turkey Bottoms. Today, those fields are a part of what will be the largest municipal airport in the country. Paul Riddle is now general manager of a company that began with the two of us, and is now a national factor in aerial transportation. The same feeling, as of brothers, between Riddle and myself, continues. I still think he is the best flier in the country, and I have flown with at least 50 of those considered among the best.

Paul and I have been as close as brothers and our partnership has always been the most pleasant relationship.

I believe that is another result of aviation. It is new and changing; the people engaged in it are young and likable; friendships ripen fast and acquire permanence.

Thus, remembering a few of the things of the past, giving ourselves a pat or two on the back, and praising the fruits of a real friendship, we start into a new year which we know will be crammed full of history in aviation—packed with events and progress that we can't even imagine. We invite the world to watch the progress of the Embry-Riddle company in 1929.

Burn 'Em Up

When the mail plane gets cranky and won't start on a cold morning, let it catch fire. That helps, according to Donald McConnell, Embry-Riddle representative at Indianapolis Airport.

A backfiring carburetor ignited the gasoline in a Whirlwind Waco, and McConnell ran for the extinguisher. He extinguished the flames but the fumes of the extinguisher floored him. Charles C. Wehrung, pilot, revived "Little Mac", and they made another effort to start the motor. It kicked over the first time. No damage was done by the fire, and McConnell was none the worse for inhaling the fumes.

Bankers Encourage Aviation

The airminedness of dollars is becoming more and more evident. For several years the Union Trust Company of Detroit, has maintained an aviation department under the direction of Ray Collins. The same company also provides several scholarships valued at \$1,000 each to students in Michigan high schools who qualify for competition in an essay contest. This year, the subject assigned for these essays was, "Aviation as a Business." Those interested in aviation commend the action of this company, and recommend a similar active interest on the part of aggressive banking institutions in other parts of the country.

EMBRY-RIDDLE SKY TRAFFIC

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C. A. M. 24, Cincinnati, Indianapolis-
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The Embry-Riddle Flying School.
Air Taxi Service.

Local Passenger Flights.

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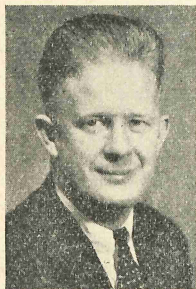
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CHARLES E. PLANCK, Editor.

EDITORIAL

Does It Help or Hinder?



Chas. E. Planck

For years now we have been hearing that accounts of thrilling adventures in the air "hold back the game."

Operators and conscientious pilots have been soft pedalling their thrills, and decrying the tendency of newspapers to play up accidents. Even

where a pilot came through a terrifying and dangerous experience safely by using his skill and nerve, it was the practice to minimize, and say, "Oh, nothing much happened. Flying is safe."

Those pilots who bask in the wonder of the crowds, and whose stories excited admiration, never minimize their thrills. There are cases indeed, where the truth has emerged a bit dishevelled from their accounts of hair-raising feats in flying.

Did they advance aviation, or do the cautious publicity men of the established companies of today have more effect?

No young man of today who is

considering aviation as his career would be deterred by the experience of an air mail pilot. Rather, he would wish he could soon have the same experiences himself. But there are responsible and influential persons who look at the danger rather than the thrill.

Taking a typical case, how would these two classes react? Thomas Hill, air mail pilot for the Embry-Riddle company, was just north of Indianapolis on his southbound trip. The weather had not been good anywhere along the route, and now it began to get very thick. Tom climbed into the clouds and flew blind, until he believed he was somewhere near his destination. Then he began "feeling" his way along about 100 feet from the ground. His speed was 110 miles an hour.

Occasionally, he would have to zoom quickly over trees. Soon he decided to get back into the low clouds and fly blind again. This time, he probably climbed too steeply, or got into a sharp bank before he knew it, and was almost immediately thrown into a spin. He spun to within 50 feet of the ground, and then found his motor cutting out. He had to land, and land at once.

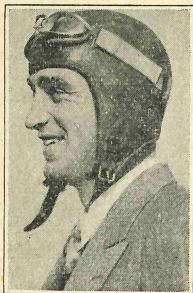
Fortunately, a small cornfield was directly beneath him and he brought his Waco plane in for a good landing, so close to the opposite fence that he had to use brakes with all his force to avoid rolling into it.

Hill came back from that trip smiling and telling all the details. It was a thrill to him, unforgettable.

What effect would it have on the capitalist and on the prospective student pilot? We should be most concerned these days on what effect it will have on the student. Money is easy these days for aviation ventures. Pilots are hard to find. What the industry needs is a great number of young men to learn this new profession. Will thrilling adventures scare them out? Will they take up printing, accounting, bond-selling or bricklaying, because there is less danger in this work?

We doubt it. Flying today is safe. There is little doubt about that, and figures are constantly piling up to prove it. It still has its thrill, and this thrill calls energetic and spirited young men.

Riddle Riddles



John Paul Riddle

For the first time in the history of our flying school, winter enrollment has kept up above 50 students. I consider this an indication of the interest young men are showing in the opportunities which this new profession of aviation is offering.

As I travel about over the country in the transaction of a growing business, I meet the operators of many airlines serving all sections of the country. I have not yet met one that does not anticipate great expansion of his lines. Nor have I met one who is not worried about the supply of pilots.

Of course, these airline operators only want pilots who have transport

licenses, that is, they want only the best pilots. The supply of them is very small, and every good pilot I know has a good job now. They change about but little, and when they do, it is a flattering salary that moves them.

We cannot make good pilots in less than 18 months or two years, that is, the kind of pilots these operators need. We can qualify a man for a transport license in six months, but he needs experience beyond that to make him an excellent and thoroughly qualified pilot. What the industry needs today is a greater number of young men starting in the profession, so that they will be ready to fill the imperative needs of the flying game by the end of this year and next year.

The only way to be ready for these opportunities is to be adequately financed for complete training. If a man is prepared to spend a year and about \$2,500, he will be in line for a \$100-a-week job by January, 1930. That's worth thinking about.

Merrill's Married

Sky Traffic is five months old with this issue. Frank C. "Bub" Merrill, air mail pilot, has been in every issue, and logically, because he creates news. It began to look as if he would be squeezed out of this one, however, but just before press time, January 8, to be exact, he married Elizabeth Carter, of Lakeland, Fla.

Betty met Bub on a "blind" date. On the same night last Fall, Betty had an engagement with a fortune teller. The mystic told Bub he would be married within a year, but not to anyone in Cincinnati. Betty decided differently, and the marriage license really makes the professional prophetess look sick. Anyhow, here's Bub in Sky Traffic again. What will he do next month?

The Embry-Riddle company has a flying basketball team. As far as we know, it is the first all-pilot team in the country, and the first team which will fly to its out-of-town games.

Carl R. Anderson, new director of recreation for the company, will play his team against any team within a radius of 100 miles from Cincinnati to which the "All-Pilots" can fly. Where the teams are properly matched, and where a suitable landing field is available, the team will fly in formation to the city, using Waco or Fairchild planes.

The squad is composed of John Milholland, Milburn Hendricks, Charles C. Wehrung, Harold Pielmeier, C. O. Meguire, Stanley C. Huffman, Charles E. Planck, Eugene Jones, Evan Chatfield, Chester Huffman, Rex Harker, Robert L. Rockwell, Lionel Stephan, and Samuel Carson.

Weaving the Web

Elmer P. Davis, Flying School Salesman, Discusses the Future

The Washington Herald of November 7, 1928, has this to say of the advance of air transportation over the country:

One by one the strands are being knit in the web of airplane services connecting the various sections of our country. Take for example the daily passenger and mail plane service from New York to Montreal. A plane leaves Hadley field at 7 o'clock in the morning, and is in Montreal three-quarters of an hour before noon."

The strands of this great web are being woven steadily. Who will be the "human spiders" of this gigantic web? They will be chosen from the graduates of various flying schools throughout the country, and many of these, no doubt, will come from among the 125 recent graduates of the Embry-Riddle Flying school. Already many graduates of this school are carrying mail and passengers over a part of this network of airlines. A year from now, many other graduates will be leaving the school, ready for their jobs in this new and fascinating industry.

Records of the school indicate that 90% of the students enrolled during the past year have done so with a definite plan in mind—that of entering the aviation business as a profession, or as a means of making their living. Not all of them have planned to be pilots, but all of them have realized that whatever they plan to be—airport managers, traffic managers, salesmen, mechanics, engineers—they will be more valuable to their employers if they know how to fly.

Aviation is a versatile profession. Even artists have taken to flying, hoping to learn lessons that would prove helpful to them in their art. Many aspirants in the literary field have sought style and expression through flying.

(Continued from Page 3.)

can learn to take a plane off, fly it around and land it again. However, just because a person can perform this relatively simple maneuver, this is no basis for believing that he will become a successful pilot. It is the duty of the schools to instill in students the fundamentals of judgment which pilots must possess. This calls for a high type of instructor. An instructor who is a capable flyer, but who has not the ability to impart his knowledge to the students, is almost worthless. He must be a psycho-analyst, able to use many methods of imparting this knowledge to various types of students.

In no other industry, is one man charged with the sole responsibility for safeguarding so many thousand dollars' worth of equipment, to say nothing of valuable lives, as the pilot of today's transport planes. It is the moral obligation of the school to train a student not only to be skillful in operation of aircraft, but to impart to them the seriousness of their duties in the profession that they are about to enter. A surgeon performing an operation has no greater responsibility than a pilot, the lives of whose passengers are entrusted to his skill and judgment.

As engineering and design of aircraft progress, planes are becoming easier to fly and require less skill to operate. With the advent of better ground facilities, lighted airways and improved instruments, some of the burden is being lifted from the pilot, but for some time to come, it will be his skill and judgment to which the lives of his passengers are entrusted. The moral responsibility for the development of these faculties lies with the school.

Meanwhile, there is no government regulation of flying schools. I believe there will be eventually. I believe that any school which recognizes its responsibility and seeks to give fair value for its students' money will meet all of the qualifications outlined at the beginning of this article.

New Equipment

Company Receives 15 Motors for Use in Flying School.

Fifteen new 0x5 motors were delivered January 7 to the Embry-Riddle company from the Ludington Exhibition company of Philadelphia, for use in the instruction ships of the Embry-Riddle Flying school.

This fortunate purchase, at a time when schools all over the country are seeking new 0x's gives the company many advantages. The school can be operated throughout the year with new equipment that is known and dependable. Experiments with new types of training planes will not be necessary, and the lessons learned in soloing nearly 300 students on 0x5 Wacos will not be lost to the company. Higher-powered planes, and

in many cases, planes powered with new production motors, will continue in use in the advanced training courses.

Several new Wacos, less motors, are on order with the Advance Aircraft company in which the engines will be installed. Other engines will be used to replace motors now in school ships.

Poor Guessing

Stanley C. Huffman, operations manager, won a pot raised by members of the company just before the army plane Question Mark landed. Out of the 25 guesses as to the time the plane would stay aloft, Huffman's was closest. He guessed 174 hours, and was only one day wrong. The plane was landing while the pot was being gathered Monday afternoon. Only five of the guesses were under the 200-hour mark.

IMPORTANT NOTICE!

If You Want Sky Traffic In the Future, You Must Send In the Coupon

"With this issue, your subscription ends."

That usually means a check is needed, but in this case, it means that you must signify your interest in Sky Traffic. We will send subsequent editions only to those who write us that they are interested, and desire to be left on the mailing list.

For your convenience, we are printing a coupon below on which your name and address should be written.

The EMBRY-RIDDLE COMPANY,
Lunken Airport, Cincinnati, O.

Gentlemen: I am interested in your magazine, Sky Traffic, and would appreciate being left on your mailing list.

Please place.....Address.....
.....Address.....
.....Address.....
.....Address.....

On your list.

The School



Robert L. Rockwell

You can be a transport pilot within six months or a year, depending on which of two methods you use to get your training.

Here are the facts:

For a cash payment of \$3,250, the Embry-Riddle Flying school will guarantee to

train you to pass the examination for a transport license. You should be able to take all training, primary and advanced, and build up your flying time to 200 hours within six months.

Immediately, there will be a job open for you. A good transport pilot should average \$100 or \$125 a week, and thus, in six months, earn the equal of his investment.

Another method which is slower, should fit you for the transport pilot's license within one year, and at a lower cash expenditure. After completing the advanced course, which includes ground school and 50 hours of solo flying, a student can buy part of his time at \$15 an hour, and get many hours in the air by working for the company which trained him.

For instance, after 50 hours in the air, he is eligible to carry passengers

for hire. In doing this, he is piling up his time, and, while he is not paid for the service, is actually saving \$15 an hour on his training costs. This is a slower method of procedure, and the student should pay for additional time at the usual rate in order to accomplish his training within the year.

The actual cash outlay in this method would be \$2,300 or \$2,500, and the time would be about a year.

Having received training which fits you for a transport pilot's license, you are in a field where the demand greatly exceeds the supply. It is estimated 10,000 pilots will be needed during 1929 for airlines, private owners and air mail planes. Make this estimate very conservative and divide the number by two. Where will the 5,000 pilots be found?

There is still a cheaper method, but it is slower. By taking the advanced course, which sells for \$1,000, and which enables you to pass the examination for a limited commercial pilot's license, you are able to hold a reasonably good job as a pilot. While you work, you will be piling up the hours necessary to be a transport pilot, and only transport pilots are in very great demand. This method probably would take two years.

Consider this opportunity thoughtfully. In what other trade or profession can you reach the good salary level in as short a time, and at such a low cost as in aviation?

Is there any trade or profession more attractive?

Huffman Operated On

Stanley C. Huffman, operations manager of the Embry-Riddle company, was operated on for appendicitis January 9 at the General hospital, Cincinnati. Huffman had intermittent attacks for several years, and decided the slack flying season was a good time for personal overhauling. He survived the operation nicely and will be back at work by January 20.

75 Legion-Airs

The "Legion-Air" of the Embry-Riddle Flying school now has 75 members, and has developed into a fraternity of the air.

The latest to receive their wings are, Vincent Stitzel, Roy S. Osborne, Dominic Anieri, Louis Gasser, Don Middleton, Warren R. Vine, John Sutherland, Chester Borum, William A. Carp, Douglas Shafer, August Wiegand, George H. Liebel, and William R. Fowler.

A Cat Tale



Strut and Patricia Paschen

Strut has been traveling. He has had a round trip by air to St. Paul, an exciting time at the Chicago air field, and a most delightful sojourn in a neat little restaurant at Hastings, Minn.

He started somewhat against his will. A playful mechanic at the Embry-Riddle hangars in Cincinnati slipped him into a baggage compartment of the mail plane. At Indianapolis, Tom Hill, pilot, told McConnell, field representative, to interne Strut until he came through on his return trip. McConnell tried to, but Strut had his own ideas.

After Hill had been in the air about five minutes Strut climbed over the mail sacks in the front cockpit and started back over the fuselage to visit

a little with Tom. The prop blast almost took one of his nine lives and Tom had a time keeping the Waco on its course and rescuing Strut from his windy "catwalk." Then the thankful kitten laid in the pilot's lap and purred his way to Chicago.

There, he eluded the watchful care of Frank Ware, field representative, and caught himself a mouse; a large fat one, the white meat of which made him sleepy. He crawled into the tail of a Northwest Airway Ford, and did a little shut eye.

Eddie Middaugh was droning north the next morning when Strut awoke and meandered up front to meet the engineer. They got along famously until in the vicinity of Hastings, Middaugh had to land because of fog. He and Strut found a good restaurant and Middaugh introduced Strut to a friend of his, the lunch counter girl. She fell for him immediately, (Strut, not Middaugh) and Hastings was the cat's new home.

But a storm was brewing in Cincinnati. Strut had been stolen from Mrs. Sam Conover who lives on the airport. She demanded his return. The wires hummed.

Patricia Paschen, (that kitten with the dimple), of St. Paul, got on the trail of Strut, and with the aid of "Speed" Holman of the Northwest lines, located him in Hastings. Forty miles was not too far to drive to recover the traveler, and there is a story to be told some day of how Patricia cajoled the restaurant girl into releasing the well-fed and very-contented Strut for his return trip.

He occupied the second pilot's seat on the Ford out of St. Paul to Chicago, and Tom Hill gave him the freedom of the Fairchild on the trip to Cincinnati.

Now he goes back into the Conover kitchen, and—poor thing—will probably have to assume his former prosaic name of "Kitty." Imagine such a monicker for a cat with such a travel record.

Thanks, Patricia, and thanks Northwest. Strut thinks you are all a swell outfit.

Cunyus Joins Staff

Former Navy Instructor To Head Ground School Faculty



Wm. H. Cunyus

Under the direction of William H. Cunyus, a new member of the staff, the first ground school course of the new year was started, January 7, with an enrollment of thirty-five.

Cunyus, a specialist in motors for several years, came to the Embry-Riddle

company from the Aviation Mechanics School of the Navy at the Great Lakes Training station. He was in this position three and a half years, instructing Gobs in the mysteries of all types of military power plants. During that time, Cunyus followed his especial hobby of keeping up with the most advanced ideas in aircraft power plant development in both military and commercial engines.

Most of his lectures will be in aerodynamics, engines, plane construction, aeronautical nomenclature and plane and engine maintenance. Major Robert L. Rockwell, Stanley C. Huffman and Warren R. Vine will form the rest of the active faculty.

Classes are held five nights a week, Monday till Friday, beginning at 7:30 p. m. The course lasts for six weeks.

Following are the subjects included in the course: Department of Commerce Rules and Regulations, Aeronautical Nomenclature, Aerodynamics-theory and flight, the Construction of the Airplane, Propellers, Power Plant, Meteorology, Aerial Navigation, Aerial Photography, and Mapping.

In accordance with the wishes of the Department of Commerce, Aeronautics branch, and the Aeronautical

Chamber of Commerce, this course is such that it will enable a graduate to pass the examination for a transport pilot's license.

New Students

Fourteen new students have enrolled in the flying school since the first of the year.

They are Neil Bauer, Dan J. Butler, Ross R. Frank, Robert Hessler, Ray Weitzel, Dorse Williamson and Harry Yanney, Jr., all of Cincinnati, and all enrolled in the new ground school course; Harry L. Cooper, Covington, Ky.; Leonard Michael, Foster, O., and William Rickels, Hamilton, O., all enrolled in the primary course; and Harry Bowman, Cincinnati; Frank Brown, Apple Creek, O., and Sam A. Carson, Oneida, Tenn., enrolled in the advanced course.

Cincinnati's Q. B's

There are eleven members of the Q. B. society in Cincinnati, who are, T. Higbee Embry, John Paul Riddle, Robert L. Rockwell, Captain John G. Colgan, John W. Pattison, Charles C. Wehrung, C. O. Meguire, Warren R. Vine, Thomas E. Halpin, Stanley C. Huffman, and Frank Merrill. There's something funny in that name, "Quiet Birdmen." Just the very idea is funny. For instance, the only quiet birdman at Lunken airport is Tom Hill. And he's not a member. Maybe quiet birdmen are not admitted. Eddie Rickenbacker, he of the very bass voice, Col. Billy Mitchell, he of the troublesome accusations, and Eddie Stinson, he of the perpetual reminiscences, are charter members. You know how quiet they are.

Sales



J. H. Stewart

The shortest day of the year has passed and everybody is taking note that Spring is not far off. With Spring, so the poet says, comes an awakening and the desire to be out of doors and doing something.

We have noticed this in the sales department particularly, because all through December our friends have been thinking and talking of nothing but the flu and winter weather. Now, even this early, they are talking of the coming Spring and Summer.

Enrollments in the flying school have increased, and inquiries for airplanes have greatly increased in numbers. People realize now that if they want to fly in May, they must learn to fly now, and make a selection of an airplane very soon.

The aviation industry is not blessed at present with the production facilities of its older brother, the automobile industry, where one can de-

cide tonight what type or make of machine one wants and go to a sales-room tomorrow and drive it away. Therefore, it is wisdom to consider now, and inquire of us for any information pertaining to airplanes for early Spring or Summer delivery.

We handle the products of three of the largest and best airplane manufacturers in the country, and among these three makes, you can certainly find an airplane best fitted to your tastes and needs. Inquiries will be handled courteously and without any obligations. We are prepared to furnish a demonstration on the type of plane you select, and full information is available on costs of upkeep, depreciation, insurance, etc.

We sometimes have available some very attractive bargains in demonstrators, trade-ins and rebuilt airplanes with all the flying qualities of new airplanes but at reduced prices.

Look on another page of this issue for our analysis of operating costs of one of our popular types of airplanes. It will surprise you, I am sure.

Get into the air. Realize your lifelong ambition to fly. Embry-Riddle has broken down all obstacles in the way of your flying, and have cleared the path for your enjoyment of the greatest sport known to man. Fly!

One On the Captain

Captain John G. Colgan, commanding officer of the Reserve Corps unit, figures in a chapter of the new "War Birds" book by Elliott White Springs, recently off the press, entitled "Blue Skies Above." Colgan and two other fliers, tired of post-war life in France, volunteered to carry wounded soldiers aboard boats that were returning to the States. After their last trip, and just before the boat sailed, they conveniently lost them-

selves aboard, and were very much surprised to find themselves in mid-ocean sometime later. "Well," said they, "We'll just get off when we reach New York, and get ourselves mustered out." "No," said those who were running the army, "You'll take the next ship back to France." Which they did. Oh, well, c'est la guerre. Springs writes a chapter of interesting war reminiscences, lays down his typewriter and goes out into S. Caroline and sells a Waco or two, the plane for which he is distributor.

Jiggs' Gems



S. C. Huffman
("Jiggs")

At this time the most talked-of event in aviation is the remarkable endurance flight of the Army tri-motored Fokker, "Question Mark." This plane and its crew of five men took the air at Los Angeles, January 1, and 7:20 a. m. and by means of refueling from other planes, remained aloft for more than six days and nights (150 hours and 54 minutes.)

This flight was heralded as a contest between man and engines. It was that and more. It proved that planes can be refueled in flight either by day or night, and probably is the forerunner of huge airplanes carrying 50 or 100 passengers on trans-oceanic or

transcontinental flights, being refueled from a plane en route.

The engines proved themselves as good as the crew for it is doubtful whether the crew could have stood another night's flight. I personally believe every member of the crew was glad to hear the second engine going out.

It has proved without a doubt that rigid inspection and adjustment after each flight merely causes more trouble and work. A routine inspection should be made at the end of so many engine hours, and as long as the engine is functioning properly, it should be left alone. The parts and accessories of the "Question Mark" stood up remarkably well, and the trouble that caused abandonment of the flight was a combination of human error in inspection and the use of an improper lubricant in the uniflows which grease the rocker arm bushings.

Lack of grease to these parts caused wear and eventually necessitated stopping the engine. The engines were stopped from the cockpit, and stoppage was not the result of mechanical breakage.

Fire!

Fire originating in the furnace room of the company office, December 29, caused a damage of about \$1,000. At the time, the basketball team had just finished its game in the Y. M. C. A., five blocks away, and a great exodus of players and spectators interrupted the second game. Seven companies, under Marshall Schraffenberger, controlled the fire so efficiently that it was confined to the furnace room. The city had finished laying a water line to the door of the office two days before, but the plug had not been set nor water turned into the new pipe. The nearest plug was four blocks away.

Sky Scenes

In that far lofty place where only birds can follow,

(And flying men, as fortunate as I),
Where changing billowy clouds lift up their sides;

Where canyons are, bridged all with heavenly blue—

I wonder if my plane and I are masters.

I wonder if we guide our course, or, guided,

Believe ourselves the helmsmen of this deep.

But follow some divine hand on the stick,

Flying us from beauty on to beauty—
Revealing scenes no mortal memory can keep.



Marion Taylor

As far we know, there are but two women editors in the country handling aviation news. Both of them, we blush modestly, came to the Embry-Riddle Flying school for their training.

Miss Marion Taylor is editor of the Sky Traffic section of the Detroit Free Press, a weekly column devoted exclusively to aviation news. Because of the aviation activities locally in Detroit, and the aggressive attitude of that city toward the new industry, she has plenty to do.

Miss Taylor won a flying course from the school when she submitted a prize-winning essay on, "Why I Want to Learn to Fly," at the Detroit

AVIATION NEWS WITH "IT"

Detroit and Cincinnati Papers
Assign Women to Cover
Fliers and Airports



Dorothy Goodwin

Aircraft Show in the Embry-Riddle Flying school contest. She enrolled in the school May 21, and soloed June 28. Her instructors described her flying as exceptionally good.

Miss Dorothy Goodwin, recently made aviation editor of the Cincinnati Times-Star, enrolled in the ground school course of the school, January 7. She plans to take up actual flying as soon as her duties will permit.

Both girls are still bothered a bit by other assignments—such as teas, lost children, visiting firemen, and golden wedding anniversaries, but they hope to build public interest to such an extent that they will write nothing but air news.

The Hangar



Don Griffith

An extra stove is being installed in the Fairchild mail planes for winter travel on the line. It was found the one stove on the left hand side was partial to some of the occupants of the cabin, and that one-half of the pilot was drowsy because of the pleasant warmth.

With stoves on each side, the pilot can go to sleep in his entirety. The

Fairchild, it will be remembered, flies itself.

Crews have been assigned to each of the mail planes of the company, and rivalry is keen at the hangars. John Millholland, in charge of maintenance of mail planes, assisted by Dominic Angieri, takes care of two planes, Milburn Hendricks and Chester Huffman, another and Lionel Stephan and Robert Purdy, a fourth. "Mechanical failure" written on the report of an incomplete mail trip is the signal for considerable investigation and alibiing in the hangars between these crews.

Flying To Win—

Or How Carl Anderson Won the Track Meet—and a Job.



Carl R. Anderson

Horatio Alger should have written this one.

Back in 1923 Carl K. Anderson dallied along the way and missed his train at Huntington, W. Va. The Marshall College track team would have to get along in its meet with Marietta College

without him, and he was a star member of the team.

He thought of the young fellow named Paul Riddle who was barnstorming with his plane at Ashland, Ky., and put in a call for him. Riddle and Anderson left two hours after the train bearing his team mates, and landed in Marietta, O., an hour before they did. The score was close. The 10 points Anderson turned in by winning the Pole Vault and High Jump gave his school a margin of five points and the meet.

December 30, Anderson joined Riddle's company as assistant in the traffic department, and as coach of the athletic teams representing the company. He will also prepare a program of athletics for students of the flying school, and other recreational activities in the school.

Anderson got his degree at Marshall college at Huntington after three years at Ohio State. He played football three years at Ohio, basketball two years, and was on the track team for two years.

In outlining a program of recreation for students, Anderson has been considering those sports which will develop the senses and reactions necessary to the good pilot. He has a basketball team in action now, and is considering such games as battledore, horseshoe pitching, baseball, fencing, boxing and archery for the Spring and Summer program. Students have been shooting clay pigeons, and this sport will be incorporated in the program.

Birthday Cakes

**Sent to Embry-Riddle Company
Meet Suitable Fate**

Girls and boys of the Cincinnati Orphans' home smacked their lips over 10 big cakes, December 18, and wished aviation, Cincinnati Air Mail and the Embry-Riddle company many happy returns of the day.

Several operators of air mail lines, individuals, and business firm friends of the company in Cincinnati sent the company birthday cakes on the occasion of its celebration of three anniversaries, December 17—the 25th anniversary of human flight, the first anniversary of air mail service in Cincinnati, and the third anniversary of the formation of the company. The cakes were properly photographed, and while strong men held back the hungry air mail pilots and stenographers of the company, they were removed to the house where the orphans live.

"They were not only beautiful to look at, but they were delicious in taste," wrote one of the girls in thanks, and a boy wrote, "The taste was unbeatable."

"We thought the San Francisco cake was going to be a bit hard, but it was not," the boy's letter continued; another tribute to the speed of air mail.

The Embry-Riddle company thanks the Boeing Air Transport, the Robertson Aircraft Corporation, and the Continental Lines for their remembrance of the anniversaries, as well as the numerous friends in Cincinnati.

During the anniversary celebration, four homing pigeons of the flock of T. Higbee Embry, president of the company, were christened by Cincinnati debutantes. They were Misses Jane Bernard, Margaret Andrews, Bernice Williams and Sarah Benedict. The birds were named, "Cincinnati," "Indianapolis," "Chicago" and "C. A. M.," which stands for Contract Air Mail.

Traffic



Floyd S. Prothero

The air mail contractors cannot look back on the year 1928 with anything but satisfaction after reviewing some of the figures that come to light with the end of the year.

It is rather interesting to know that the air mail flew 7,500,000 miles, carrying in that distance 3,497,000 pounds of mail. This compares well with 1,449,364 pounds in 1927.

In addition to the 7,500,000 miles flown by air mail alone, strictly passenger lines flew another 2,500,000 miles. This mileage was flown over 6,900 miles of improved airways.

In looking forward in an interesting effort to ascertain what we might expect for 1929, we know that the figure of 6,900 miles of improved airways, will be increased by 4,600 miles in the very near future, that the daily mileage of 45,000 flown in 1928 is expected to reach almost 100,000 miles in 1929, and will in all probability exceed this figure.

Vine Promoted

Warren R. Vine, pilot of the Embry-Riddle company, has been made assistant operations manager under Stanley C. Huffman. Vine takes his turn flying the mail, and supervises the maintenance of flying equipment for the mail line and school instruction work. His especial job is aerial photography. Recently he completed a map of 1,700 miles of the Cumber-

This means of course, that passenger business and air mail poundage will enjoy a large increase in 1929, very probably an amazing increase.

Very interesting. But does it mean anything to the users of these services? Do they realize that San Francisco, Dallas and New York City are now neighboring cities of Cincinnati, Indianapolis and Chicago? Do they know that their competitors, by utilizing these services, can get into the markets 12, 24, 36 or even 72 hours ahead of them?

We rather doubt it. Our records show that during 1928 only half as much air mail went out from Cincinnati as was received. This is unusual in that practically every other city being served by an air mail route dispatches more air mail than it receives.

From this very fact alone, we feel certain that as air mail poundage increases out of this territory, so will business likewise increase. If the poundage doubles or trebles for this year over last, it naturally follows that at the end of the year the users of air mail will find they have put new customers on their books, and added profits in their cash registers.

In these days of stern competition, small profits and quick turnover, the business house which does not use air mail and express when conditions warrant will be outdistanced in business the same way as a merchant would be who still used stage coach transportation when the railroads came.

land river with A. E. Russell of the Fairchild Aerial Surveys as photographer.

Milburn Hendricks, engine mechanic, has become the welder at the Embry-Riddle hangars. Hendricks has picked up his welding experience and has proved entirely capable of handling the job, pending the appearance of a specialized welder for whom the company has advertised.

LITTLE VINES CLING TO STYLE OF PA'S MARRIAGE

Triple Wedding In Aerial Liner Set For Tomorrow; Aged Parents To Attend Tea Dance.

Two sons and a daughter of Warren Vine, pioneer air mail pilot of Cincinnati, will marry 20,000 feet above Cincinnati at 3 o'clock tomorrow, emulating the example of their parents who were married August 29, 1928, in a plane above Nashville, Tenn. At that time, Vine was the youngest air mail pilot in the country, and Mrs. Vine was a radio singer. Warren, Jr., Joseph and Lady Louise will take 10 guests aloft in the largest liner of the Embury-Riddle fleet, the Cincinnati-Paris passenger plane, "Lunken." Their wedding will contrast with that of the father, who, with Mrs. Vine will be present at the aerial wedding. When he married, Warren Vine flew the five-passenger ship himself, turning around and placing the ring on his bride's finger. Brides, grooms and guests will have tea and a dance before the plane returns to Lunken airport.

BALLOONS READY FOR ATLANTIC ATTEMPT

Lighter Than Air Pilots Hope To Reach Siberia In Annual Race

New York (AP) January 15.—Eight balloons are on the line here today, ready for their dash across the Atlantic. Five of the balloonists have Northeastern Siberia as their goal. All eight are using the gas developed in 1954 by Ralph H. Upson, pioneer balloonist, and the new ballast system. Major T. L. Harne, pilot of the U. S. Army bag said yesterday, he expected to be in the air four weeks. He holds the world's record for a duration flight of 321 hours. At a meeting of the pilots Tuesday, it was agreed that a majority vote of the pilots would determine the starting hour. Weather conditions alone will determine this vote, they agreed.

LITTLE, BUT OH!

WOTTA KICK!

Berlin, January 15 (AP).—Herr Oscar Hohlfe's latest "midget motor," tested here today in a Junkers monoplane, was found to develop 13.5 h.p. per pound, including the steam generating mechanism and water supply. It measures 10 inches in diameter.

MAN SAW WIFE WITH ANOTHER BY TELEVISION

Divorced Husband Tells Judge He Thought of Phoning When Plane Was Over Reno

Fort Worth, January 15 (AP).—"We were right over Reno," Alfred Rhaeum testified before Judge Holster today, "when the television phone showed me the state of affairs at home." Rhaeum was granted a divorce on the strength of this testimony and that of Robert Martin, a fellow passenger in the airliner. Both saw Mrs. Rhaeum and Herbert Swope, the co-respondent, sitting before the Rhaeum household fire while the ex-husband talked to the maid by phone. "It was just my luck to pick out a Fairchild liner that had recently installed television," Rhaeum said. "But being over Reno at the time is what suggested to me the idea of phoning home."

CINCINNATI WRITER DESCRIBES FATHER

Ann Dorsal, Cincinnati writer, is the author of a new biography which is almost a best seller on four Cincinnati counters, entitled "Pop Remembers When." The book contains the reminiscences of Sib Dorsal, Ann's father, and is a stirring account of the elder Dorsal's flying experiences. The older pilots of the city say it is a perfect picture of the progress of aviation since 1928 when the author's father learned to fly.

What Does It Cost To Own An Airplane?

The following figures are based on the manufacturer's guaranteed gasoline and oil consumption figures, our own experience in engine overhaul, and for the sake of a concrete example an assumption of 100 hours of flying per year which would be equal to 10,000 miles per year thus bringing the figures to approximate average automobile mileage.

The airplane in this analysis is the famous Monocoupe, manufactured by Mono Aircraft, Inc., of Moline, Ill., a subsidiary of the well known Velie Motors Corp.

The Monocoupe is a two-passenger cabin monoplane of the high wing type. The passengers sit side by side with large windows all around. No special flying clothes are necessary as the cabin is enclosed and the blasts of air do not reach the occupants. The plane has dual control so that either passenger may fly at will. The plane will fly at 100 miles per hour at full throttle and land at 35 miles per hour. It is at once very strong and exceedingly easy to fly. It delivers at Cincinnati for \$2,775.00.

COST, DOLLARS PER HOUR

Gasoline	\$1.41
Oil21
Depreciation (one plane only, 20% per year at 100 hours per year)	2.55
Engine overhaul (each 100 hours, @ \$75)75
Actual flying costs, including depreciation and engine upkeep	4.92
Insurance at 20% per year on 50% of the new value of ship (fire, crash, etc.)	2.67
Costs, including insurance	\$7.59
Rent of hangar at \$15.00 per month, 100 flying hours per year. This charge includes pulling plane in and out of hangar, cranking engine, oiling rocker arms, serving for gas and oil and a daily line inspection of the rigging.	1.80
Total	\$9.39

These figures translated into cost per mile are as follows:

COST, DOLLARS PER 100 MILES

Gasoline and Oil	\$1.62
Depreciation	2.55
Engine Overhaul75
Total	\$4.92
Insurance	\$2.67
Hangar Rent	1.80
GRAND TOTAL	\$9.39

Actually less than ten cents per mile for the complete operating costs of one of the sweetest flying machines on the market today.

Remember—10,000 miles in the air are equivalent to nearly 15,000 miles by road because you can travel in straight lines from point to point and our geometry tells us such is the shortest distance.



WHAT CHARLES WEHRUNG HAS DONE ---

You Also Can Do

Chas. C. Wehrung

In January, 1927, Charles C. Wehrung met Warren Vine in front of a Waco Nine displayed in Music Hall, Cincinnati. Vine suggested Wehrung would enjoy learning to fly.

He enrolled in the Embry-Riddle Flying School the next month, and soloed May 29, 1927.

Then Wehrung went to work for the company, taking most of his pay in flying time. By December of 1927, he had 50 hours in the air and had passed his examination for a Limited Commercial license.

By May, 1928, he had 200 hours in the air and had his Transport Pilot's license. This means that he was competent, carrying passengers cross-country or anywhere. On the payrolls of the company he was rated as a pilot.

His next goal was the 500 hours of solo time required before a pilot can be used in flying the mail, and by September 1, 1928, he had 500 hours. He made several trips on the Cincinnati-Indianapolis-Chicago air mail route with more experienced pilots, and on October 6, when he had almost 600 hours in the air, he flew the mail for the first time.

Wehrung flies the mail, instructs students, hops passengers. He has what is probably the best job the average pilot holds today.

There is his story. Prior to January, 1927, he had never even been in an airplane. In September, 1928, 21 months later, he is flying the mail.

Wehrung went the long way 'round. A shorter, better path is before you.

If you plan to be a pilot, get the advice of experts before enrolling in a school. Pilots can advise you. Our school instructors, salesmen and directors, are all pilots.

They will tell you what course you should take if you plan to fly for a living. They are committed to the policy of advising with students rather than "selling" them into the school by high pressure methods.

Write the head of the flying school for details. Better still, visit Lunken Airport, inspect our equipment, meet our instructors. For reference—

"Ask anybody about Embry-Riddle."

EMBRY-RIDDLE FLYING SCHOOL

Lunken Airport,
Cincinnati, Ohio

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

The **EMBRY-RIDDLE** INC.

LUNKEN AIRPORT

Cincinnati, Ohio