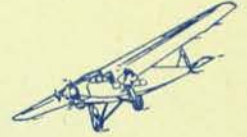
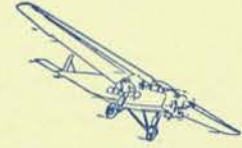


TAT
TRANSCONTINENTAL AIR TRANSPORT, INC.

PLANE TALK



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THE FIRST SIXTY DAYS

IN July and August, the first two months of operation, 1,787 persons made use of the service of Transcontinental Air Transport.

Travel was both over the coast-to-coast route of the line and between intermediate cities on the route. Travel on the Eastern division was almost double that of the Western division because of the heavy traffic between intermediate points, indicating the acceptance of T A T as a means of general business transportation between the East and Middle West.

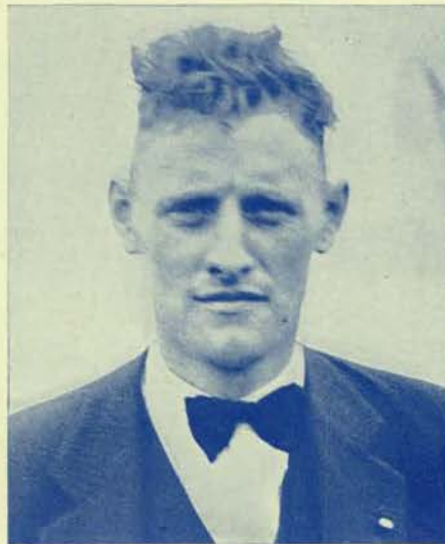
A further indication of the general demand for air and rail travel as presented by T A T is shown in the steadily increasing figures showing the per cent of capacity pay load which the planes have carried.

In July, its first month, T A T operated at 37 per cent of capacity load while in August the figures increased to 47.5 per cent with the last week in August showing a record of 52.5 per cent.

Coast-to-coast travel in July was predominately westbound but in August the Eastbound coast-to-coast travel increased and toward the end of the month was almost equal to the Westbound movement.

To care for the heavier travel on the Eastern division between Columbus and Waynoka, two Curtiss Condor biplanes, each with a capacity of eighteen persons have been placed in regular service in addition to the fleet of Ford planes with which service was inaugurated.

WHO'S WHO IN TAT



ONE of the most important reasons for the smooth mechanical operation of T A T planes is C. M. Bradley, Field Manager at Clovis, N. M.

Mr. Bradley is as well acquainted with the mechanics and operation of airplane engines as any man in aviation today. Before coming with T A T he was Chief Mechanic for airplane operations of the Ford Motor Company. He came to T A T as one of the first employes on November 17, 1928, many months before operations began. His first position was Chief Mechanic. Later he was mechanic assigned to the "City of Columbus" flagship and office ship of the fleet.

When operations began on July 8, he became Field Manager at Winslow, and on August 11 was transferred to Clovis as Field Manager.

As an added distinction Mr. Bradley was made an Honorary Chief of the Laguna Indian tribe at Winslow. The English translation of his name is "Chief Flies Like the Arrow."

The Condors are powered by two Conqueror motors each of 600 horse power and will cruise at 115 miles an hour. Like the Fords, they are manned by a crew of three: two pilots and a courier. They are equipped with portable tables on which meals are served aloft and with leather upholstered chairs which recline to the angle desired by the passenger.

With very few exceptions travelers who have used T A T have written to T. B. Clement, General Traffic Manager, expressions of their enthusiasm and delight with the service. Expressions have come from all types of traveler—the business executive, the salesman, the buyer, tourists and persons from almost every industry whose duties have required them to make journeys of varying lengths.

The following brief comments have been taken from those letters:

"I have found the ideal way to travel."

"You have made me a walking, talking, flying delegate of T A T."

"My trip was a delightful insight into modern transportation."

"The outstanding thing was the excellent, courteous, meticulous service."

"My journey has given me a new standard for an enjoyable way of crossing the continent."

"A most unique, fascinating and business-like event."

"Service in every manner equal to that of the Pennsylvania Railroad."



ONE of the delightful features of T A T travel is the luncheon served aloft each day, between Kansas City and St. Louis on the Eastern Division and between Winslow and Kingman on the Western division.

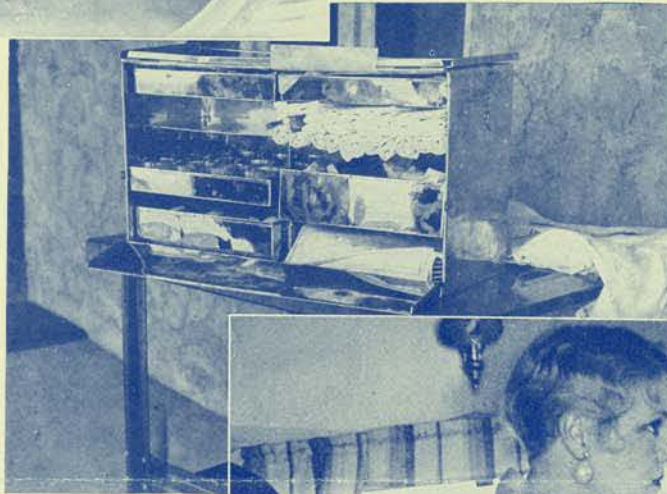
The Courier places portable tables before the chair of each passenger, then sets each table with a dirigo-gold service that harmonizes softly with the lavender table cloth and napkin.

The meal is served by the Courier from containers divided into compartments and passed to the passengers. A typical luncheon is cold chicken, tongue and ham, a salad, dainty sandwiches and coffee, tea or milk. Individual creamers accompany the coffee and tea service. For desert there is a fruit salad or a cocktail. Early in the morning and late in the afternoon a light refreshment, such as lemonade, iced or hot tea, and wafers is served by the Courier. The luncheons are all prepared by the Fred Harvey Company which operates the dining car service of the Santa Fe railroad.

On several occasions special diets have been prepared for the convenience of passengers. Recently at the request of Mrs. George Robbins, en route from Columbus to Los Angeles with her two-year-old baby, the infant was provided with an appropriate diet of hot milk and crackers.

When the seven members of the Graf Zeppelin crew made use of T A T, they were served a luncheon of typical German dishes.

Accompanying photographs indicate the method of serving luncheon aloft.



Parts of other letters received by Mr. Clement from passengers are quoted at greater length in the following paragraphs for the insight they give into the traveler's reaction to the service of T A T.

From the Hon. J. Gordon Bohannon, President, Virginia State Chamber of Commerce, Richmond, Va.:

"May I take this occasion to congratulate you upon the excellency of the service, upon the consideration which is shown your passengers and upon the provisions for their comfort and pleasure. It was gratifying to learn the line had been in operation only two months when I went out on it, and had

worked out all the details to such an extent as you have."

From Lieut. T. G. N. Settle, U. S. Navy, who made use of T A T service August 27 and 28, in company with seven members of the Graf Zeppelin crew:

"I want to congratulate you on your excellent service, equipment and personnel. In fact there was nothing to criticise and everything was done to expedite our passage and for our comfort.

"It may interest you to know that, in conversation, an eminent German, well qualified to judge, told me that T A T is far superior in its service and equipment to most European lines and even has a positive 'edge' on Luft Hansa."

From George Oenslager, Pasadena, California:

"I thought I had a good idea of the lay of the land in New Mexico and Arizona but I am happy to say that in the short space of nine hours from Los Angeles to Clovis, I learned more about the Southwest than I ever knew before. It is a glorious and most impressive sight."

From Miss Elsa E. Brendgen, Jersey City, N. J.:

"May I take this opportunity to let you know that the service received en route is the finest I have encountered

either in this country or abroad."

From Mrs. Eugene C. Batten, Columbus, Ohio:

"To you I owe one of the greatest and most joyful events of my life—the perfect trip. Certainly the passengers' comfort is uppermost in the minds of all connected with your excellent organization. Surely crossing the desert via T A T is the ideal way."

From Albert Hinze, Manager Sales Promotion Department, E. I. du Pont de Nemours & Co., Parlin, N. J.:

"My attitude toward the airplane ride changed from that of a novel experience to an appreciation of the fact that it is a most comfortable and pleasant way of seeing the country. I was particularly impressed with the comfort of the chairs in the plane: I think it would be an excellent thing if the Pullman company substituted similar chairs in their cars. Without exception they are the most comfortable chairs I have ever sat in.

"One of the most amazing features of the service is the fact that I made arrangements with my wife to meet me at Wilmington Station after journeying seven thousand miles in six days and with thirty-five minutes' leeway for the connection, I made it."

From Mr. A. A. Garthwaite, General Manager, Lee Tire and Rubber Co., Conshocken, Pa.:

"People who have not taken your service to the coast have missed the greatest experience of the age. The flight over the western country was a revelation I never expected this side of Heaven. Every man



MISS MARGARET BARTLETT



MISS AMELIA EARHART

TWO young women have been appointed to responsible positions in the Traffic Department of T A T, their activities being directed particularly toward interesting women in the value and comfort of air transportation. Miss Amelia Earhart has been appointed to the position of Assistant to the General Traffic Manager. Although her office is in New York her work with T A T takes her to all parts of the country. She represented the Company at the First Annual Air Traffic Conference in Kansas City, September 16, 17 and 18, and presided over the committee on Ticket Sales and Solicitation. Miss Margaret Bartlett has been appointed Traffic Agent for San Francisco. Miss Bartlett, who is the daughter of Judge and Mrs. George A. Bartlett of Reno, Nevada, was graduated from the University of Nevada and later obtained a pilot's license at Curtiss Field, Mineola, L. I. Before her association with T A T she was engaged in organization work for the Aviation Country Clubs in the Pacific territory.

should take his children on T A T to the Pacific instead of to Europe."

Scores of other letters have come to Mr. Clement and other officials of the Company each containing its expression of the phase of the service which most impressed the writer.

The unusual comfort of crossing the continent by the air and rail connections of the Pennsylvania and Santa Fe rail-

after the necessity for making a speedy journey have been forgotten.

AIR SICKNESS

SOME interesting figures on air sickness have been compiled by Parker B. Sturgis, Chief of Transportation of T A T for the first two months of operations.

The compilation reveals only 7.3 per cent of all passengers suffered in any degree from air sickness. Sixty-five per cent of those who were affected recovered before their journey was completed.

The causes of air sickness are equally interesting. Only 40 per cent of the air sickness was caused by rough air; 20 per cent was caused by nervousness or apprehension and 20 per cent of those who became sick were subject to seasickness or trainsickness.

Other causes noted by the Couriers are found to be over-eating and failure to eat anything. An upset mental con-



MISS Dolores Del Rio, movie star, recently was a passenger over T A T from Los Angeles to New York. She is shown here with Parker Brooks Sturgis, Chief of Transportation of T A T.



WHEN the Graf Zeppelin recently made its round the world cruise it became necessary to lighten the huge ship for the crossing over the Rocky Mountains. Seven members of the crew were transported from Los Angeles to Trenton, New Jersey, via T A T. The crew and members of the T A T staff who met them at St. Louis are shown here. They are, left to right, J. W. Brennan, Central Traffic Manager, T A T; H. W. Beck, Western Traffic Manager, T A T; T. B. Clement, General Traffic Manager, T A T; F. W. Von Meister, American Representative of the Zeppelin Cruise; Lieut. W. G. Settle, U. S. Navy; Reichardt Halder, Bruno Weber, Karl Buerrle, V. R. Lucas, T A T Pilot; Karl Roesch, Josef Braun, Heinrich Bauer, Josef Schreimueller, Hugh Allen, Goodyear Zeppelin Corporation, G. E. Everett, Assistant to the General Traffic Manager, T A T, and Editor of Plane Talk. Members of the crew, near the end of their T A T trip, sent the following telegram to Mr. Beck, Western Traffic Manager, who arranged the details of their

journey: "Now as we are nearing the end of our trip via T A T air rail service from Los Angeles to Lakehurst, we join together and want to thank you and your organization for one of the most wonderful and comfortable trips we have ever made. Further we want to congratulate you on the superb organization you have set up. You will probably understand that we were originally quite disappointed at not being able to make the final leg of the Graf Zeppelin round the world trip. But since starting from Los Angeles over the mountains we have been so thrilled that we would not miss this experience for anything. We can ride in the Graf Zeppelin every time she flies which in the last year has been often and for long trips. But we will probably never again have an opportunity to make such a marvelous airplane trip. When we tell our colleagues on the Graf Zeppelin about the royal time we had they will be envious. With thanks, sincerely,

The Graf Zeppelin Crew."

dition caused by occurrences not connected with the flight, were responsible for several cases of airsickness.

T A T Couriers have been instructed and have had experience in the best methods of caring for air sickness. The success of their treatment is indicated by the large number who recovered.

THE MT. TAYLOR ACCIDENT

THE Company is extremely regretful of the recent accident on Mt. Taylor in New Mexico. Every member of the T A T organization shares the sorrow of relatives and friends of those who were aboard the plane.

Never was an air line presented for public service with such thorough preparation and adequate equipment. The pub-

lic is fully aware of that thoroughness. Evidence of continued public confidence is contained in the scores of letters of sympathy received since the accident. One of those letters, from the Honorable E. I. Lewis, Chairman of the Interstate Commerce Commission of the United States, is presented herewith:

"I have been greatly distressed at the accident which befell the City of San Francisco and its crew. Personally it leaves me unaffected. It is inevitable that there will be accidents. It is simply a repetition of what occurred one hundred years ago on steam railroads when people were made very apprehensive of traveling in the new vehicles because of accidents.

"It is inevitable, of course, that air travel is going to come and it is unfor-

tunate that this distressing accident occurred. If there is any way that I can be of assistance to T A T in this matter, I will be very glad to respond."

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