

TRANSCONTINENTAL AIR TRANSPORT, INC.

PLANE TALK

Vol. I, No. 1

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January, 1929

TRANSCONTINENTAL AIR TRANSPORT, INC.

THE Transcontinental Air Transport, Inc., which was formed in May of 1928, as a Delaware Corporation, has now proceeded along the lines of its announced plans, to a point which is sufficiently definite in character to warrant the following statements being made as to its progress to date, its plans for the immediate future and its plans for the more remote future.

Capital Structure

A BRIEF rehearsal of the circumstances surrounding the organization of TAT is proper. The principals were a group of men associated with the Curtiss Aeroplane & Motor Company, another group associated with the Wright Aeronautical Corp'n., still another group centering around Blair & Company, Bankers, New York City, the Pennsylvania Rail-

road, the National Air Transport, Inc. and a group of bankers headed by Mr. Knight and Mr. Bixby of St. Louis. These groups and other individuals and groups associated with them provided for the complete underwriting of TAT. A total of \$5,000,000.00 came to the Treasurer of TAT without deductions for commissions, fees or any of the expenses commonly thought necessary in the putting together of a capital structure of this kind.

Officers

SHORTLY after its organization and its receipts of the funds above provided for by the underwriters, the following were chosen as directors of the Transcontinental Air Transport, Inc.

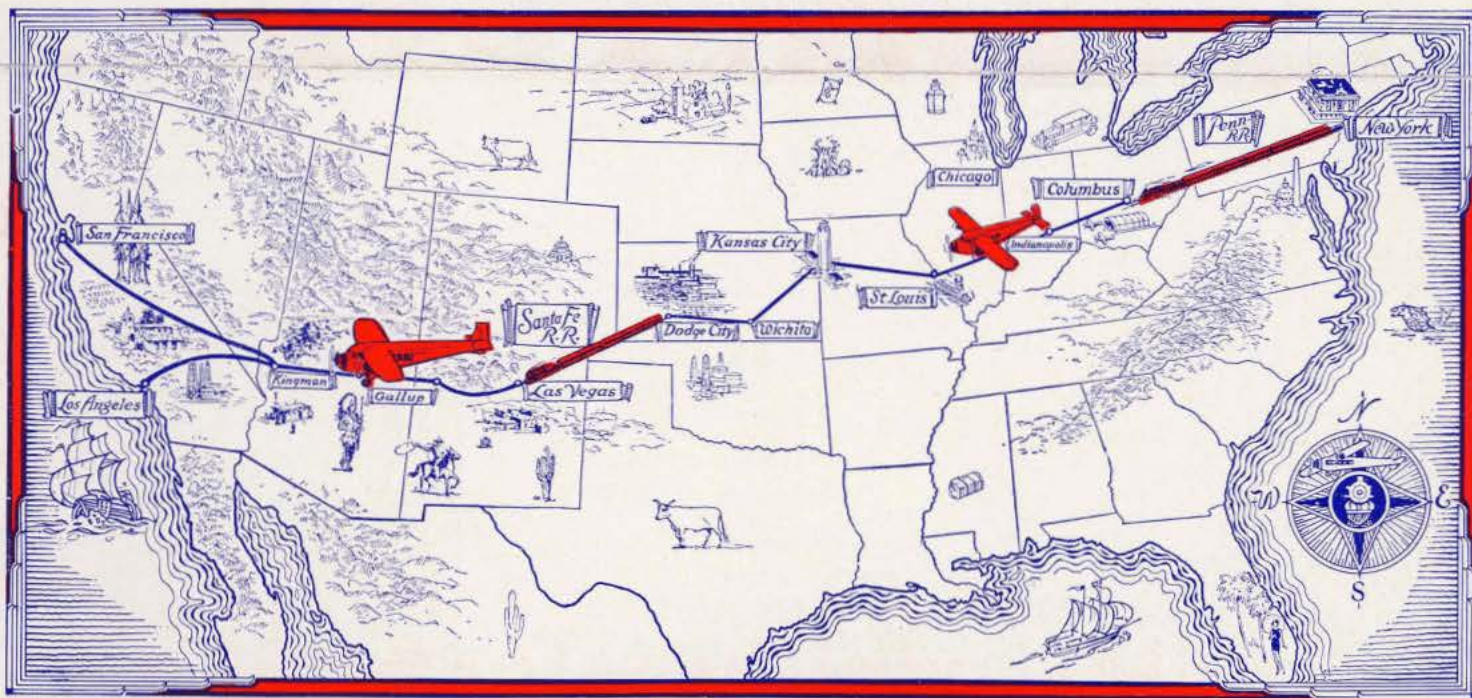
HAROLD M. BIXBY
*V. P. The State National Bank,
St. Louis, Mo.*

HENRY BRECKINRIDGE
of Breckinridge & Shonk, Attys.

HOWARD E. COFFIN
*Chairman National Air Transport, Inc.
Director National Aviation Corp'n.;
North American Aviation, Inc.
Curtiss Flying Service, Inc.*

*J. CHEEVER COWDIN
*V. P. Blair & Company
V. P. North American Aviation, Inc.
Director, North American Aviation;
National Aviation Corp'n.
Curtiss Flying Service, Inc.*

*CHESTER W. CUTHELL
Cuthell, Hotchkiss & Mills, Attys.;



Coast to Coast by Plane and Train

Director Curtiss Aeroplane & Motor Co., Inc.,
Curtiss Flying Service, Inc.;
National Aviation Corp'n.;
North American Aviation, Inc.

THOMAS DYSART

Knight, Dysart & Gamble, St. Louis,
Director North American Aviation, Inc.

THOMAS B. EASTLAND

of Bond & Goodwin & Tucker, Inc.,
San Francisco.

Director Aviation Corp'n. of Calif.
North American Aviation, Inc.

*C. M. KEYS

of C. M. Keys & Co.; Pres. Curtiss
Aeroplane & Motor Co., Inc.
Pres. North American Aviation, Inc.;
Director National Air Transport, Inc.;
National Aviation Corp'n.;
Curtiss Flying Service;
Curtiss Aeroplane & Motor Co., Inc.

HARRY B. KNIGHT

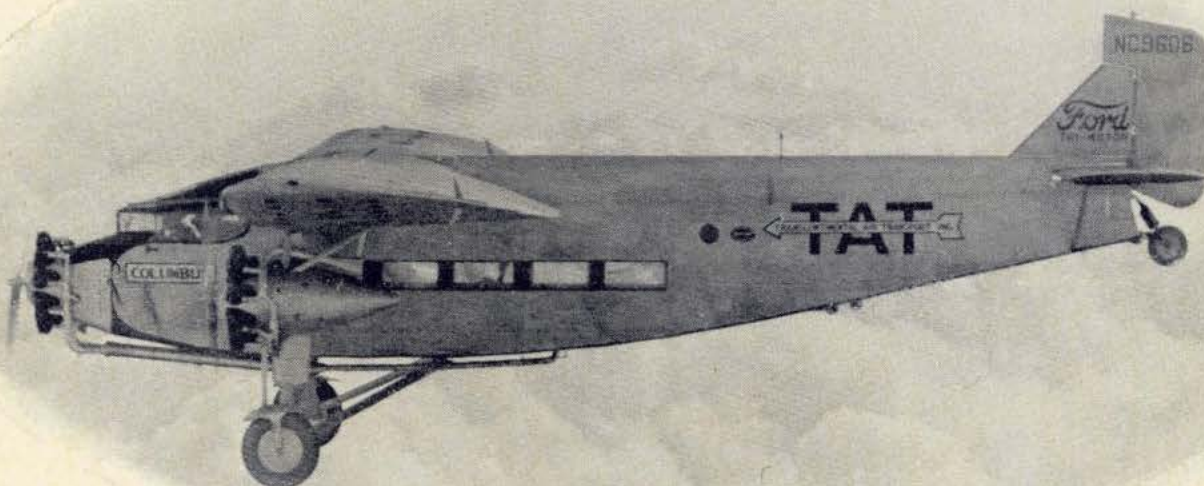
of Knight, Dysart & Gamble,
St. Louis, Mo.

JAMES C. WILLSON

of J. C. Willson & Co., Louisville;
Pres. National Aviation Corporation;
Director Curtiss Aeroplane & Export
Corp'n.
Curtiss Flying Service, Inc.
North American Aviation, Inc.

WILLIAM H. VANDERBILT

Capitalist.
Director Curtiss Flying Service, Inc.
North American Aviation, Inc.



"Columbus"—the first of the Transcontinental Air Transport fleet of 1200 horse power, tri-motored, all-metal Ford monoplanes, luxurious, speedy and safe

JULIEN L. EYSMANS

V. P. of Pennsylvania R. R. in Charge
of Traffic.

*FRED HARVEY

of Kansas City, representing the hotels
and restaurants along the Santa Fe
route.

*PAUL HENDERSON

V. P. National Air Transport, Inc.
Director National Air Transport, Inc.
North American Aviation, Inc.

*RICHARD HOYT

of Hayden, Stone & Company.
Chairman of Board, Wright Aeronau-
tical Corp'n.

*LEONARD KENNEDY

V. P. Curtiss Aeroplane & Motor Co.,
Inc.

Director National Air Transport, Inc.;
National Aviation Corporation;
Curtiss Flying Service, Inc.
North American Aviation, Inc.

CHARLES L. LAWRENCE

Pres. Wright Aeronautical Corp'n.;
Director National Air Transport Inc.;
National Aviation Corporation.

WALTER MARVIN

of Hemphill, Noyes & Co.;
Director, Curtiss Flying Service, Inc.;
National Aviation Corp'n.
North American Aviation, Inc.

WILLIAM B. MAYO

Ford Motor Company.

EARLE H. REYNOLDS

Pres. National Air Transport, Inc.
Pres. Peoples Trust & Savings Bank,
Chicago.
Director Curtiss Flying Service, Inc.
North American Aviation, Inc.
National Aviation Corp'n.

*DANIEL M. SHEAFFER

Chief of Passenger Transportation of
the Pennsylvania Railroad.

Those names on the above list marked
with an asterisk were selected as members
of an Executive Committee. The follow-
ing were chosen as officers.

C. M. Keys, President.

Paul Henderson, Vice-President.

Henry G. Hotchkiss, Secretary.

J. A. B. Smith, Treasurer.

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T. A. T. PLANE TALK

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Hotel, Washington, D. C.)



*General W. W. Atterbury
President
The Pennsylvania Railroad Company*

pany and Major Thomas G. Lamphier, until recently Commander of the First Pursuit Squadron, U. S. Army. All members of the Executive Committee are members ex-officio of this Technical Committee of Colonel Lindbergh's.

Preliminary Survey

The first several months' activity of the Corporation were spent in a detailed survey of the several flying routes between Columbus on the East and Los Angeles and San Francisco on the West, repeated flights were made across the continent, several possible routes were explored in detail, an extensive study was made with the Weather Bureau on the question of probable weather conditions along the line of each of several routes and an accurate



*W. B. Storey
President, The Atchison, Topeka &
Santa Fe Railway Company*

Technical Committee

So that the technical problems confronting TAT might be handled in an orderly and efficient manner; within a few weeks after the organization of the Corporation, its Directors and Officers provided for the appointment of a Technical Committee, to which Committee all questions of a technical nature are referred before decisions are made. The services of Colonel Charles A. Lindbergh were secured as Chairman of this Technical Committee. Other members of the Committee include Mr. C. S. Jones (Casey Jones), whose name is familiar to all who have followed the development of aeronautics in the United States the past few years. Mr. William B. Mayo, Chief Engineer of the Ford Motor Com-



*Colonel Charles A. Lindbergh
Chairman, Technical Committee
Transcontinental Air Transport, Inc.*

The route finally chosen as a result of these surveys is illustrated herewith.

Landing Fields

Because TAT has dedicated itself to the task of passenger carrying as its primary object; it has been necessary in many instances to arrange for larger and better landing fields at the cities to be served, than those which were in existence when these surveys were undertaken.

Flying Equipment

Coincidental with this work in the matter of the exact route to be flown, a study was undertaken of all passenger carrying aeroplanes on the market, so that a choice might be made for the first fleet of aeroplanes of TAT. A very careful check



*C. M. Keys
President, Transcontinental Air
Transport, Inc.*

survey was made of the flying fields situated at a score of towns along these several routes across the continent; a detailed study was made of rail schedules and connections. The information gathered as a result of these repeated flights was studied and criticised and made the basis for other flights which finally resulted in a definite route being established with Columbus as its Eastern terminal and Los Angeles and San Francisco as its dual Western termini. Schedules were worked out and adopted which will reduce the time necessary for transcontinental journey by one half.

All of this survey work has taken months of time and has been the foundation upon which future Transcontinental Air Transport activities will be based.



*Colonel Paul Henderson
Vice-President and General Manager
Transcontinental Air Transport, Inc.*

was made of the flying characteristics, the speed, the landing characteristics, the convenience for passengers, etc., of all the aeroplanes available at the moment. It was determined that the 1200 H. P., three engined Ford monoplane (which is constructed entirely of metal) was the best aeroplane on the market at the moment for passenger carrying on a long route, and as a consequence an order was placed for several of these aeroplanes. A photograph of one of the planes which has been purchased as a result of this investigation is displayed herewith.

General Situation

TAT finds itself with all of its preliminary surveys and studies finished. Decision has been made as to the exact flying route and the cities to be served, schedules have been arranged in detail, arrangements for the transfer of passengers from Rail to Air and Air to Rail have been concluded with the Pennsylvania Railroad on the East and the Santa Fe Railroad on the West. Aeroplanes necessary for the first operations have been purchased, landing field facilities have been arranged for. The officers of the Company are at the moment this bulletin

From now forward each month there will be issued succeeding copies of this "Plane Talk."

The purpose of this bulletin is to keep T. A. T. stockholders, directors, railroad officials and others who may be interested informed as to the development and operation of T. A. T.

Additional names will be placed on the mailing list for this bulletin upon application to the Traffic Department, Transcontinental Air Transport, Inc., Carlton Hotel (temporary headquarters), Washington, D. C.

goes to press actively engaged in the direction of construction of hangars, passenger stations, radio stations, communication systems, all of which are necessary to the task in hand.

In the minds of all of the Directors and Officers of the Transcontinental Air Transport, Inc., is the determination to leave no stone unturned in their effort to make this first great passenger carrying air line in the United States one which will have written into its very structure all that the art of aviation now knows, making for speed, comfort, regularity and safety.

It is too early to establish a definite date on which this service will commence operation. Mr. Keys, the President of the Company, has repeatedly instructed all of its officers and officials that the starting date is "when we are properly ready."

Many of the problems which confront those who are charged with the responsibility of placing this service in operation are unique and interesting and subsequent editions of this bulletin will treat on some of these problems in detail. The work of the officers of TAT during these preliminary months has from the very nature of the problem in hand been of a highly technical character; however, they have not been unmindful of the fact that to succeed the Corporation must work along traffic lines as well as operating lines. Mr. T. B. Clement, recently of the International Mercantile Marine Company, has associated himself with TAT as Traffic Manager and is actively engaged in developing an organization for the discharge of the traffic responsibilities which will soon be ours. His work will be closely allied with the Pennsylvania and Santa Fe Railroads, both of whom are cooperating with this Company to the fullest degree in all matters.



Above—comfortable upper and lower berths provide for night flying with all the comforts and facilities of ordinary transportation

Interior of the Transcontinental Air Transport office ship used to transport the company's officers from coast to coast without interruption of their routine work

