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TRANSCONTINENTAL AIR TRANSPORT, INC.

PLANE TALK

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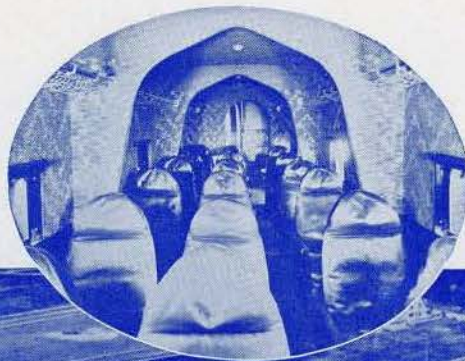
August, 1929

THE FIRST THIRTY DAYS

FOUR hundred thirty-three passengers made use of the combined air-rail service of Transcontinental Air Transport, the Pennsylvania and Santa Fe railroads, during the first month of scheduled operations. Of the total 153 were passengers over the entire system. The balance of 280 passengers made shorter trips between intermediate points.

Passenger carrying between July 8, when service was inaugurated, and August 8 was at 38 per cent of capacity and the operating ratio of miles flown to miles scheduled was at the rate of 99.4 per cent. T A T planes flew, during the month, 113,240 miles while 113,957 were scheduled. Passenger-miles, the unit of traffic measurement, was 432,264, the equivalent of carrying one passenger seventeen times around the globe.

These first passengers, without exception, were deeply impressed with the preparations which had been made in the fourteen months before T A T service was presented to the public. The elaborate provisions for comfort, the courteous personal attention of



Heavy demand for air travel over the T A T system has made it necessary to consider a plane with greater capacity than the ones with which service was inaugurated. Above is a photograph of the interior and exterior of the Curtiss Condor, twin motored biplane which has been developed to meet the demand.

The huge plane has a capacity of eighteen persons and is powered by two Curtiss Conqueror motors each of 600 horsepower. It has a top speed of 139 miles an hour and will cruise at 115 miles an hour. It will maintain its altitude at 5,700 feet on only one motor.

The seats are arranged in three rows, two on one side of the cabin and one on the other side. It recently was flown over the Eastern division of the route.

the T A T couriers and other personnel, ground conveniences such as the shower baths and restrooms at Waynoka, and the close co-operation of the associated railroads, have appealed most forcibly to the travelers carried by T A T during the first month.

On the passenger list has been represented almost every type of traveler.

Salesmen, seeing the opportunity to save business time; bankers, appreciating the value of travel time when converted into dollars; manufacturers, oil men, produce men, representatives of the stage and screen, contractors, professional men and women, and tourists, have adopted air travel as presented by T A T.

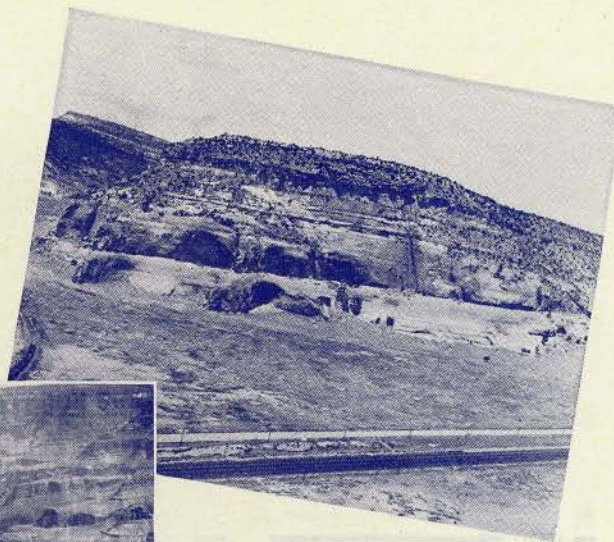
The reasons for using the service have been as numerous as the types of traveler.

The possibility of drawing the two coast lines of America closer together by two days, has perhaps made the deepest impression.

The New York business man who boards the "Airway Limited" of the Pennsylvania railroad at 6:05 P. M. Monday



Scene over the Grand Canyon, Arizona, showing the Colorado River flowing through the cut—one of the impressive vistas T A T travelers enjoy.



Beautiful Red Banks on the Arizona-New Mexico state line—a colorful view from a T A T plane.

San Bernardino Mountains from an altitude of 13,000 feet, one of the beautiful sights afforded T A T travelers.



tour to the North. The storm was avoided; the passengers were not aware of the nearness of bad weather and the planes arrived in Indianapolis on time.

evening and finds himself in Los Angeles at 5:52 Wednesday evening, is apt to be surprised at the speed of his journey. Los Angeles and San Francisco travelers who have boarded the T A T plane at 8:45 Monday morning, crossed the continent and been ready for business in New York Wednesday morning have been almost bewildered.

Even those who made the cross-continent journey for purely business reasons have been awed with the beauty of Western desert and mountain scenes as they unfold to the air traveler. Many writers and authors, making the journey have found words inadequate to describe the beauties of America as seen from a T A T plane.

Freedom from dust and smoke has convinced many of the travelers of the advantages of travel by air.

The thoroughness of preparation and the justification of the equipment not or-

dinarily deemed necessary for an air line, but conceived as component parts of T A T, were amply demonstrated in the first month.

On at least ten occasions the value of the weather bureau was demonstrated. Pilots aloft were advised by radio to detour around a storm center and in no case were passengers aware the pilot had veered from his course.

The first instance of a pilot avoiding a storm center on advice of the weather bureau came on the day service was started. A storm centered over the T A T route between Columbus and Indianapolis. Radio instructions from the Columbus meteorological bureau caused the pilots of the inaugural planes to de-

Frequent demonstrations of the service of the weather bureau have been given at Los Angeles when early morning fog settles over the Western terminal field. Advice from the observation stations located in the mountains surrounding Los Angeles has permitted pilots to climb through the fog, confident that it does not extend above the mountain tops. Above the fog banks the sun shines brightly and the pilot heads his plane Eastward passing the edge of the banks a few miles from Los Angeles.

Passengers, T A T officials and pilots and the associated railroads have found proof of the efficiency and value of the teletype network extending along the entire line. Plane and train reservations



The famous Japanese Gardens, Los Angeles, California, seen from a T A T plane enroute.



Baldwin Lake near the San Bernardino Mountains—a scenic beauty on the T A T line.

Above, T A T passenger station at Kingman, Arizona, showing T A T plane arriving. Below at the left is a view of the interior of the T A T station at Wins-



low, Arizona. Below, right, is shown a section of the interior of the T A T station at Albuquerque, New Mexico.



were transmitted over the system; hotel reservations for passengers have been made in distant cities; operating and traffic department reports were transmitted over the net work. When necessary or advisable, one transmission made the message available at all T A T stations.

Other evidence of study given to the needs of passengers was in the meals served aloft. Prepared by the Fred Harvey Company, operator of the Santa Fe Dining Car and Restaurant Service and served by the T A T Courier, the meals and the mid-morning and mid-afternoon refreshments have caused much favorable comment from passengers. The service has been made extremely attractive by the development of a dirigold tableware which adds much to the delight of the traveler.

An unusual incident in which it was possible for T A T to render an ex-

traordinary service to its passengers came on August 3. Passengers westbound aboard the Santa Fe were delayed four hours by the lateness of the train. The pilot, awaiting the arrival of the train at Clovis, was instructed to fly Eastward to Amarillo, Texas, meet the passengers and continue his flight Westward.

The extra miles flown required three hours but the plane arrived in Los Angeles with its six passengers only eleven minutes late.

Many letters commenting on the service offered by the Company have been received since its inauguration. Parts of some of the letters are quoted below:

From W. G. McAdoo, former Secretary of the Treasury:

I enjoyed my trip immensely and was tremendously impressed with the vision of the officers of your company in laying out

this route; the excellence of the equipment, and the thorough organization you have effected. Everything went without a hitch and I am confident that the public will manifest its appreciation of what you have done by patronizing your line heavily as soon as it realizes how safe, expeditious, comfortable and convenient is the service that you are providing. I regard this service as an epochal achievement and I heartily congratulate those responsible for it.

From Robert J. Dienst, Contractor, Columbus, Ohio:

My impression was that for a trip that transcends any other for speed, scenery, comfort and with all possible precautions for safety, not to mention the individual interest taken by the Company in its patrons, one must seek T A T.

From M. D. Schatzman, Vice-President West Coast Refining Company, Los Angeles:

The marvelous panoramas are beyond description and I am sure if the general



T A T ship receiving passengers at the Grand Central Air Terminal, Glendale, California.



Passengers boarding a T A T plane at Glendale, Grand Central Air Terminal.

traveling public could realize the ease, comfort and sense of security with which the trip can be made, that they, with those to whom the saving of time is of paramount importance, would fill your reservations daily.

From T. G. Graham, Vice-President, B. F. Goodrich Company:

I cannot speak too highly of the courteous and thoughtful treatment accorded me by the pilots, couriers and field managers, as well as the railroad representatives. I feel sure it will not be long before the time between New York and Los Angeles will be only thirty-six hours' duration.

From U. Grant Border, President, U. Grant Border's Sons, New York:

No doubt it will interest you to know I made the round trip over your line saving approximately five business days. I bespeak for your company a wonderful future and am convinced that, in the future, it will not be possible to keep long distance travelers to ground transportation.

From C. C. Carlton, Secretary, Motor Wheel Corporation, Lansing, Michigan:

Wish to congratulate you on the absolute perfection of the service you are rendering T A T passengers. You have worked out all details and overlooked nothing for the comfort of your passengers.

From T. Z. Fagan, Vice-President, Scintilla Magneto Company, Sidney, New York:

The confidence inspired by the clean and business-like manner in which the mechanics attended their duties about the ship and the spic and span appearance of the ships' pilots and the couriers seemed to me to be of vital importance if transportation by air is to be sold to the American public.

Several representatives of the stage and screen worlds have adopted T A T as their method of travel, having used the service in the first month. Among them were John Gilbert and Ina Claire making use of the line for a belated honeymoon, and Lionel Barrymore, star of the stage and screen. Mr. Barrymore said at the end of his trip, "I will never cross the continent again by any other conveyance than the airplane."

Another T A T traveler who attracted national attention and who has forsaken the rails as a method of long distance travel, was Richard J. Burke of California, who was a passenger from Ger-



T A T station attendants putting passengers' baggage into the wing of the transport plane, at Port Columbus, Ohio.

many to the United States aboard the Graf Zeppelin. He continued his journey to California by T A T plane and established a world's record of six days' travel time between Germany and California. Mr. Burke more recently returned to New York from California aboard a T A T plane.



Richard J. Burke, Graf Zeppelin passenger, who established world's record in a 146-hour Germany to Los Angeles trip, seen at door of T A T plane.

Third Railroad Joins T A T System

A THIRD railroad—the Norfolk and Western—has been added to the plane and train combination which is the backbone of the T A T organization.

Effective August 1, the Norfolk and Western extended the air-rail service into the Virginia and Carolina cities which it serves.

The service from Norfolk and Western points is similar to that performed by the Pennsylvania railroad. Passengers Westbound travel in the Pullmans of "The Pocahontas," which arrives at Columbus at 7:35 in time to board the westbound T A T plane.

Eastbound, the plane arrives in Columbus in time to connect with the Eastbound "Pocahontas" which leaves Columbus at 10:15 P. M.

Army Tests TAT Weather Bureau

SERVICES of the T A T radio network and weather bureau were placed at the disposal of the Second Bombardment Group of the U. S. Army, when seven planes made a test flight from Washington to San Diego, August fifth and sixth.

Arrangements were made for special weather broadcasts from all T A T stations on the two days of the test flights, at the request of the signal officers of the bombardment group. Over the western section of the flight severe electrical storms threatened but were avoided when warnings were radioed from the T A T weather stations to the bombers.

The flight was a tactical maneuver undertaken to test the possibility of warding off an attack on the West sea-coast by a hypothetical enemy. It was a test too, of the possibility of placing the facilities of the commercial airway at the disposal of the government for national defense.

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