

JAN -6 1930

© CIB 54723

TRANSCONTINENTAL AIR TRANSPORT, INC.

PLANE TALK



Vol. I, No. 12

Published Monthly at St. Louis

COPYRIGHT 1929, TRANSCONTINENTAL AIR TRANSPORT, INC.

December, 1929

TRANSCONTINENTAL AIR TRANSPORT—MADDUX AIR LINES

MERGER of TRANSCONTINENTAL AIR TRANSPORT, INC. and MADDUX AIR LINES, for which preliminary arrangements were made several months ago, became effective with joint operation of the two lines on November 16. The new system is known as TRANSCONTINENTAL AIR TRANSPORT-MADDUX AIR LINES.

Through the merger, the system was extended slightly more than 1,000 miles into territory in California and Old Mexico which the MADDUX lines have been serving for more than a year. The new territory added to the system extends from San Francisco on the north to Agua Caliente, famous pleasure resort in Old Mexico. The scenic splendor and numerous playgrounds of California are thus brought many hours closer to regions in the East which have been served by T A T.

A more recent development, effective

December 12, makes possible an air and rail journey between New York, or other eastern cities, and San Francisco, San Diego or Agua Caliente in two days. Heretofore the two-day service of T A T has been available only to Los Angeles and its immediate vicinity.

The San Francisco service westbound is made possible by speeding up the schedule of planes. Passengers arrive in San Francisco at 7:45 o'clock—two days after their departure from New York.

Eastbound passengers leave San Francisco at 7:15 o'clock in the morning to stop at Fresno, Bakersfield and Barstow. Continuing eastward they arrive in New York at 9:50 o'clock the second morning.

The eastbound passenger finds an added attraction when he arrives in Albuquerque, New Mexico, for dinner is awaiting him in the unique T A T-MADDUX

station there. The station is, in itself, one of the beauty spots on the route. Done in a distinctive style of Indian adobe architecture, the interior is delightful for its combination of Indian antiquity and modern comfort. Deep easy chairs and davenports, upholstered in leather, line the waiting room, and in the dining room are massive tables and chairs—hand carved copies of rare old Indian and Spanish pieces.

The dinner and its service, however, are as modern and as well prepared as the famous Fred Harvey company can make them.

Another feature brought closer to eastern territory through the T A T-MADDUX merger is the ultra modern pleasure resort, Agua Caliente. Located just a few miles over the Mexican border, it appears from the air as a spot of green verdure



nestling between mountain ranges. A luxurious hotel, the Casino, groups of bungalows, and a well kept golf course are available to the visitor.

Agua Caliente is only an hour and fifteen minutes from Los Angeles via T A T-MADDUX, and special week-end trips frequently are made when the season is at its height. The air service also includes San Diego, just a few miles north of the Mexican border.

North of Los Angeles the T A T-MADDUX lines serve Bakersfield, Fresno and Del Monte in addition to San Francisco. Planes on this northern division run on three schedules, a through non-stop schedule between Los Angeles and San Francisco, a local service with stops at



Eastbound passengers on T A T-MADDUX will pause an hour for dinner in this attractive station at Albuquerque. Indian pieces adorning the walls are products of native tribes.

Bakersfield and Fresno, and a through schedule via Del Monte.

Planes between Los Angeles and San Francisco cross directly over the majestic Tehachapi range to follow the beautiful valley beyond, which lies between the Coast Range and the Sierra Nevada mountains.

On several divisions of the T A T-MADDUX system in California, schedules provide for short periods of night flying and night landings at Los Angeles or San Francisco. There is probably no more beautiful and impressive sight in the United States than a night flight over Los Angeles or the San Francisco Bay District.

Lights stretch away for miles—to the very horizon. Lights of red, green, blue and yellow—like a mirror of the Aurora Borealis. Then suddenly your pilot faces a white beam of unusual intensity as he heads into the flood light which brightens the runways for his landing. Such a night flight and landing are provided for in the return schedule from Agua Caliente.

The MADDUX company has a long and excellent record of passenger carrying on the West coast and has carried more than 100,000 passengers. Its service has been

WHO'S WHO IN TAT—MADDUX



SEVERAL years ago the young man pictured above had ambitions to become a professional baseball player. Parental coercion prevented, and just recently he has celebrated his first anniversary as a member of the traffic department of T A T-MADDUX. His name is Wirtly P. Scruggs, Jr.; his title, Chief Clerk, Traffic Department; his functions and duties numerous beyond belief. In actual practice he is an animated volume of facts and valuable information concerning habits, needs and desires of the traveling public. Much of his information was gained from an association with the Pennsylvania railroad before coming to T A T. His contact with the traveling public, as a Train Secretary, was intimate and practical. Later in the office of the General Passenger Agent in Washington, he observed and became a part of the inner workings of a great transportation system. He was born in Georgia twenty-three years ago, and the soft drawl of the South still lingers in his speech. He has spent much of his life in Washington and was educated in the high schools there and in the University of Virginia. He is married, of course.

generously accepted by California travelers. Pilots and other personnel of the MADDUX LINES are men of experience and its plane and ground equipment are comparable to that of T A T.

The T A T-MADDUX merger has been the result of several months of study and experiments and was effected only when it was felt that the joint operation could best serve passengers between East and West coast cities. The merged service is presented with the pledge of both companies that the high standards of both will continue.

TRANSCONTINENTAL AIR TRANSPORT—
MADDUX AIR LINES
extend to their friends, associates
and patrons
THE SEASON'S GREETINGS

FLAG STOPS

SEVERAL cities have been added as flag stops to the route of T A T-MADDUX, particularly on the Eastern division between Columbus and Waynoka.

Numerous requests coming from business travelers for special service to such cities as Dayton, Ohio; Terre Haute and Richmond, Indiana; Vandalia and St. Elmo, Illinois, have proved the demand for additional speed between local points in their territory. Those cities, therefore, have been added and stops already have been made at each.

An increasing use is being made of the service by salesmen, executives and officials of companies who find that their time can be more profitably employed by



The Administration building on the Kansas City Municipal airport recently was dedicated and presented jointly to the airlines operating in Kansas City. T A T-MADDUX plane, The Kansas City, was the first plane to land and take off after the dedication. Waldron Williams, Division Traffic Agent, accepted the station on behalf of T A T-MADDUX.

decreasing their travel hours both on short jumps and transcontinental journeys. It has been noticed, for example, that almost ten per cent of the tickets have been sold by hotel porters to whom the traveler appeals for advice on the quickest service available. The increase has been particularly noticeable since the recent rate reduction of twenty-five per cent on November 15. It is probable that additional cities will be added to the route, either as flag stops or as regularly scheduled stops as the demands of business cause more and more travelers to turn to the service of T A T-MADDUX.

Still another way in which T A T-MADDUX has discovered it can serve persons along its route is by the excursion, similar to the week-end and holiday excursions which have become so popular with the railroads.

The first of a series of such excursions is planned for the latter part of December between Indianapolis and St. Louis. The fare for the round trip will be only slightly more than the regular one-way fare. Other excursions will be offered



Above, T A T-MADDUX plane flying over the Tehachapi mountains between Los Angeles and San Francisco.

between intermediate T A T-MADDUX points throughout the winter months at greatly reduced rates.

Whether the traveler boards the plane because of business, as a vacationer or as a member of an excursion party, he completes his journey with new and deeper impressions of the country in which he lives. He sees the country as a land of vast expanses, broad stretches of farm lands, desert desolation and towering mountains. His understanding of America and its magnificence is strengthened as he sees it from the air.

AIR TRAVEL APPROVED BY RAIL VETERANS

RECENTLY a group of Pennsylvania train conductors—men who have spent a large part of their lives over the wheels of fast passenger trains—have been sent over the route of T A T-MADDUX as the guests of the Pennsylvania railroad.

Their comments concerning the new mode of transportation in which the Pennsylvania is participating are most interesting, both for the insight which these men have in transportation as a whole and for their comparisons of the plane and the train as a means of travel.

"Having ridden approximately three million miles on wheels," writes Conductor S. S. Smith, "I found the trip by plane delightful from start to finish.

"It would be impossible for me to say enough about the courtesy and efficiency of T A T service. Every member of the organization does everything in his power to make one's trip as enjoyable as possible. The hot bouillon with wafers served aloft about 9:30 in the morning is a wonderful feature for the passengers.

"The thing that perhaps impressed me most about T A T is the caution exercised in cases of unfavorable weather.

(Below) The restful atmosphere of the Old World prevails in the beautiful patio of the Casino at Agua Caliente, Mexico



Above, Agua Caliente with its hotel, Casino and golf course appear to be nestling between mountain ranges as the traveler arrives by T A T-MADDUX plane.

having no fear whatsoever at any time."

From J. L. Truman, conductor on the Cincinnati division of the Pennsylvania, came this comment: "On the return trip the plane flew over Lees Canyon which is the most beautiful spot west of the Mississippi river. Very few people have seen it because it is impossible to reach it except by air."

And from F. H. Buckaloo, conductor on the middle division: "I cannot speak too highly of the courteous treatment accorded me by the men of your organization and I shall always be a booster for T A T."

Coming from men who have been imbued with the spirit of the rails through their long association, their comments upon the type of service presented to the public by T A T-MADDUX probably carry more weight than volumes of praise from others not so thoroughly acquainted with the problems of modern transportation.

RADIO TRANSMISSION RECORD

THE new radio transmitter recently developed within the T A T-MADDUX organization and described in detail in the October issue of PLANE TALK, has set consistent records for reliability and effectiveness over great distances.

The greatest distance over which clear two-way communication has been maintained between a plane and ground station, is 980 miles, when a T A T-MADDUX plane flying near Alva, Oklahoma, was heard by the station operator at Kingman, Arizona. It is believed that distance is the greatest ever attained by an aerial transmitter.

Another long distance transmission was accomplished recently when a message from T A T-MADDUX plane flying over



Planes absolutely do not fly when there is the slightest doubt about weather conditions.

"I think the plane is much safer than the automobile and as far as sightseeing is concerned there is no comparison. The sights to behold from above can only be seen from a plane and they are wonderful."

J. H. Conley, conductor on the Airway Limited, had this to say: "The couriers, pilots and co-pilots were the most courteous type of men at all times. I felt as secure in the air as I would on the train,



The "nerve center" of T A T is located in the tele-type room in the St. Louis general offices. The two tele-type machines which constantly click out their messages of arrivals and departures, weather information, and passenger reservations, are always at the finger tips of operating and traffic officials. The bulletin board reveals at a glance the record of operations and passenger carryings for the day.

THE GAY NINETY IDEA OF FLYING



by *Audre W. Boshart*
Assistant to the General
Traffic Manager
TRANSCONTINENTAL AIR
TRANSPORT-MADDUX
AIR LINES

TO think of clothes in terms of gay nineties is to bring to mind leg o'mutton sleeves and billowing skirts. To think of the lighting, heating and transportation of those days is to vision as vast and startling changes as in clothes.

However, in my travels about the country I sometimes come upon the gay ninety idea in regard to flying.

For instance, not long ago I was asked to speak at a dinner thirteen hundred miles away. Of course I planned to fly, and arrive late in the afternoon, two hours and a half before my engagement. The first thing I heard after landing, however, was that I was late and had disappointed a luncheon gathering of women at noon.

"But I did not receive an invitation to luncheon," I told them. "I am awfully sorry, of course, as I should have been glad to be here for luncheon."

"We looked up all possible train connections," the chairman of the luncheon group said, "and all trains reached here in the morning. We took it for granted you would be here in time for luncheon and didn't issue a special invitation to the luncheon."

Airplanes are only a means of transportation, and it is an anachronism to think of them as anything else. While they never will supplant other modes of travel they will have an increasing part to play in transferring man and his goods from one place to another.

For my part I hope I shan't have to go on much longer missing perfectly good luncheons because a hostess doesn't consider changes in style of travel.

Springfield, Ohio, was heard by the station operator at Waynoka, Oklahoma, a distance of 860 miles.

The transmission in both cases was exceptionally clear and audible.

AIR-SICKNESS

AIR-SICKNESS, often believed to be a menace to the air traveler, is rapidly disappearing on T A T-MADDUX planes, detailed reports made by Couriers indicate.

Shortly after inauguration of service last July, it was found that slightly more than seven per cent of the travelers suffered in some degree from airsickness.

Within the past month airsickness among T A T-MADDUX passengers has decreased to three per cent.

Recent records show that discomfort from air travel is about equally divided between men and women travelers, although early experiences were that women suffered more frequently than men.

A very large percentage of airsickness

is caused by nervousness on the part of passengers. The condition generally is relieved after the plane has been in the air for a few moments.

Couriers have been instructed in the best methods of relief but it has been demonstrated that the best preventive is mental and physical relaxation and in cases of rough air, permitting the body to move with the plane, just as a rider moves with his horse.



Mr. and Mrs. George W. Knott of Youngstown, Ohio, chose the palatial steamer Pennsylvania of the Panama Pacific line, shown above, as a means of spending part of their vacation. The balance was spent on planes and trains of the T A T-MADDUX system in a sixteen-day tour "over and around America."

FIRST AIR-RAIL-SEA PASSENGERS END TOUR

MR. and Mrs. George W. Knott of Youngstown, Ohio, were the first travelers to make use of the combined air, rail and water tour "over and around America" offered by T A T-MADDUX, the Pennsylvania and Santa Fe railroads, and the Panama Pacific Steamship Line.

Mr. and Mrs. Knott sailed from New York on the steamer Pennsylvania on November 30, passing through the Panama Canal with brief stops at Havana, Balboa, Cristobal and other ports of the Old World. They arrived in Los Angeles on December 14 and returned to their home by T A T-MADDUX and the Pennsylvania railroad.

The combined service (described in the October issue of PLANE TALK) was presented on November 2 at a total cost of \$550. Through the rate reduction of twenty-five per cent made by T A T-MADDUX effective November 15, the rate for the entire journey became \$525.

THEY SAY—

Excerpts from letters written by TAT-Maddux Passengers

When any public service corporation develops as courteous and efficient an organization as T A T has, and when the service to the traveling public is given such unusual consideration, it deserves not only commendation but unqualified financial success.

H. R. AMOTT, Vice-President,
S. W. Straus and Company,
New York City.

My actual time between Los Angeles and Newark, New Jersey, was forty-five hours and forty-five minutes. Only a traveler who has made this journey by rail often can appreciate the difference. Your system is deserving of patronage because of its efficiency, caution and courtesy. I am certain that any apprehension a novice in air travel may have, will surely be offset by these factors which are evident from the start.

J. H. Dow, Sales Manager,
Eastwood Wire Corporation,
Belleville, New Jersey.

I cannot speak too highly of this mode of crossing the continent. The courtesy and consideration of the entire T A T personnel and the ease and comfort of the trip leave nothing to be desired.

MISS EILEEN VIRGINIA CORNELL,
Los Angeles.

What especially impressed me was the great saving of time. I had almost a full day in Kansas City Wednesday and a full day in Washington Thursday. I traveled from Kansas City to Washington and lost no time from my business.

H. F. McELROY, City Manager,
Kansas City, Mo.

It is very evident from the many courtesies extended that every member of your organization is doing his very best to make passengers comfortable and add to the pleasure of the trip.

W. C. BRAY, Manager,
Truck and Bus Tire Dept.,
B. F. Goodrich Rubber Co.

The most enjoyable part of the trip to me was the night flying when the lights of all the villages, towns and cities produced a sight that will long be remembered. I am looking forward to my next trip.

CHARLES S. M. KRUMM,
Columbus, Ohio

You are to be complimented on the superior class of service T A T is rendering, upon the courtesy of your personnel and upon the confidence your pilots and equipment instill in the minds of your passengers.

E. K. SADLER, Chief Engineer,
Kilman Electric and Manufacturing
Co., Los Angeles, Calif.

As a means of transportation I cannot imagine anything more perfect than T A T and its service.

MRS. LOUIS J. HAYWARD,
St. Louis, Missouri.

Volume I December, 1929 No. 12

Published Monthly by

TRANSCONTINENTAL AIR TRANSPORT-
MADDUX AIR LINES

Syndicate Trust Bldg., St. Louis, Mo.

Permission is hereby granted for the reproduction of any or all of the text-matter or illustrations in this publication.