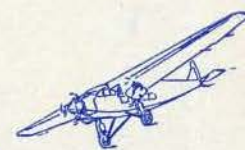
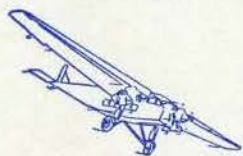


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TAT
TRANSCONTINENTAL AIR TRANSPORT INC.

MADDUX
AIR-LINES

PLANE TALK

Vol. II, No. 1

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April, 1930

The Speed of the Plane at the Cost of the Train

A TREMENDOUS impetus was given to travel over the air-rail system of Transcontinental Air Transport-Maddux Air Lines, the Pennsylvania and Santa Fe Railroads, through sharp rate reductions which became effective in January.

In the two months immediately following the reduction the increase in traffic exceeded 450 per cent, 6,797 passengers using the service over some portion of the system.

The new rates, equal to and in several cases lower than rail plus Pullman rates, immediately removed the air-rail system from the class of a luxury to be enjoyed by only a fortunate few to the class of the

every-day facility. Air-rail travel became an instrument for the salesman whose ex-

pense account is subject to careful scrutiny, the tourist whose travel fund is limited—in fact for anyone who moves from place to place for business, pleasure or for any other reason.

The coast-to-coast rate through the reduction became \$159.93 including the plane and train fares and the necessary Pullman accommodations as well as transfer between plane and train at Waynoka, Okla., and Clovis, N. M., intermediate transfer points. The rate for a similar journey when service was inaugurated last July was \$338.10, the new rates thus representing a reduction of more than 50 per cent.



PURCHASE of four of these huge 18-passenger Curtiss Condor biplanes for service on the Eastern division became necessary when the tremendous volume of traffic came to the TAT-Maddux system following the rate reduction in January. The new and larger planes, the latest and most improved type built for transport service, are powered by two 625 horsepower Curtiss Conqueror engines with a top speed of 139 miles an hour and a cruising speed of 118 miles an hour. They have the unusually low landing speed of 49 miles an hour and can maintain, fully loaded, an altitude of 5,000 feet on one motor.

The interior arrangement of the new plane has been designed to give the maximum of comfort and pleasure to its passengers. Four seats in the rear of the cabin have been placed to face each other for bridge or ease of conversation. At the rear of the cabin and amidships are two leather upholstered divans on which passengers may lounge. Complete washroom facilities are located amidships just opposite the wings.

The planes carry the regular crew of two pilots and are equipped with two-way radio sets through which pilots are in constant communication with ground stations and receive constant information about weather ahead.

WOMEN'S INTEREST IN AIR TRANSPORT



by

Audette Gosholt

Assistant to the General
Traffic Manager
TRANSCONTINENTAL AIR
TRANSPORT-MADDUX
AIR LINES

NOT long ago the manager of the Women's Department of Curtiss Wright Flying Service sent out a questionnaire. It was addressed to representative universities, colleges, and finishing schools, and sought to discover what interest concerning aviation there is today among feminine students. The divisions of the replies show:

Great,
Considerable,
Some,
Certain amount of, and
Little.

From the information under those heads the percentage of college girls alone who really want to fly was estimated as 83%.

On January 1 last year there were only 18 licensed women pilots in the country. Today there are nearly 200 including the private, limited commercial, and transport classifications.

This increase in general interest is reflected in the greater number of transportation tickets sold to women. On TAT-Maddux the percentage of women travelling is now one-fifth of the total passenger traffic—and indications are that the steady rise so far maintained will continue.

Girls, as well as boys, are entering model building contests. Schoolrooms, beginning with kindergartens, display aviation developments to all youngsters alike. Thus the interest which comes from knowledge is growing among girls. Their participation in future flying is assured, for aviation is one thing which does not breed contempt with familiarity.



Laurence Stallings (right) popular playwright appears on the observation platform of the Airway Limited after an air-rail trip from California.



Colonel and Mrs. Lindbergh on a recent inspection tour of the TAT-Maddux system.

The Speed of the Plane at the Cost of the Train

(Continued from page 2)

beauty of America when seen from the air causes many persons to use the air-rail lines.

The rapid changes of scenery from the flat, level lands of Ohio, Indiana and Illinois, through the rolling lands of Missouri and the plains of Kansas and Oklahoma to the mountains and desert country of the West are the more impressive to the air traveler. The green orange-grove valleys of California; the striking desolation of the Great American Desert, have a beauty of their own for the air traveler.

At the southern terminus of the line is Agua Caliente, Mexican pleasure resort—a splash of green across a drab picture of barren mountains and desert. Agua Caliente in recent months has become the most popular of Western resorts. Its appeal is ultra modern—its atmosphere is of the Old World—yet it is but an hour and fifteen minutes from Los Angeles—a mere two days from New York.

Its rates within the financial means of everyone, the TAT-Maddux System no longer is a facility of the well-to-do. It becomes, like the telephone, the telegraph and the electric light, a public necessity.

THEY SAY—

Excerpts from letters written by
TAT-Maddux Passengers

Clean, quick, dependable, are the three words I would use to describe my trip which I enjoyed to the full and which I hope to be able to take again soon.

W. U. MOYER, Vice President,
The Pennroad Corporation,
New York City.

While this was Mrs. Lerner's initial experience in an airplane she was so impressed with the courteous service and solicitude for her comfort, she would never think of making an extended journey by other than TAT-Maddux.

MICHAEL LERNER,
Lerner Stores Corporation,
New York City.

My trip from Los Angeles to Port Columbus far exceeded my expectations in the way of comfort, convenience and real pleasure. I have never seen such consideration and courtesy as was shown by every one of your men.

JOHN B. WINDSOR,
Monogah Glass Company,
Fairmount, W. Va.

The trip was the best I have ever made home. A thing of particular note was the courteous service rendered by every member of TAT-Maddux.

NORMAN R. BURNETT, Cadet,
U. S. Military Academy,
West Point, N. Y.

My journeying has taken me on practically all the air transport lines and I can assure you that the service rendered by your men and your company is superior to any I have experienced elsewhere.

W. H. KILER,
Ass't Chief Engineer,
Hercules Powder Company,
Wilmington, Del.

Our flight from St. Louis to Port Columbus not only saved us a whole business day but was an experience that I would not have missed for a great deal.

WILLIAM H. DAVIS, Attorney,
165 Broadway,
New York City.

The thing which impressed me most was the smiling desire of every one to make our trip a success. Your organization is to be complimented on this worthy spirit.

JOHN W. HANSBOROUGH, Cadet,
U. S. Military Academy,
West Point, N. Y.

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The attractive young ladies, members of the Femme Follies, used the TAT-Maddux air-rail system from Oklahoma City to New York to arrive in time for their Broadway appearance.

Rates between intermediate points on the system became proportionately lower. Between Columbus and St. Louis, for example, the new air rate is \$21; between Columbus and Kansas City \$34; between Columbus and Wichita \$43. Between St. Louis and Kansas City the air rate is \$13, which is less than the rail and Pullman cost between the same points.

Reductions also were made in air fare over the TAT-Maddux Lines in California, the rate between Los Angeles and San Francisco becoming \$21.50; between Los Angeles and Bakersfield \$10, and between Los Angeles and Agua Caliente \$15.

Typical rates under the new schedules are shown below:

From	To Los Angeles	To San Francisco
North Philadelphia	\$155.11	\$176.61
Washington	150.66	172.16
Baltimore	150.66	172.16
St. Louis	102.00	123.50
Kansas City	88.00	109.50
Denver	62.77	84.27
Albuquerque	37.00	58.50
Des Moines	100.05	121.55
Boston	167.19	188.69
Detroit	124.26	145.76
Akron	135.24	156.74
Cincinnati	119.93	141.45
Harrisburg	147.46	168.96
Pittsburgh	137.13	158.63
Tulsa	92.00	113.03
Montreal	161.65	183.15

The acceptance of the new low rates by the traveling public was immediate.

Two additional routes—one from Columbus to St. Louis and return, the second from St. Louis to Wichita and return daily—were added to the flying schedules and four eighteen-passenger Curtiss Condors have been placed in regular service on the Eastern division in addition to the fleet of Ford planes of eleven-passenger capacity.

FOR BUSINESS AND PLEASURE

Many persons have adopted the air-rail system for their business travel. Salesmen cover their territory in half the travel time ordinarily required and find it possible to place additional cities on their itineraries. Executives maintain a closer personal contact with branch offices and

with their clients—and their travel costs are not increased.

Tourists who travel purely for pleasure have adopted the system because of its speed, its comfort and its scenic beauties. Winter vacationists, with but a limited time at their disposal, find it possible to spend their vacations in California because of the reduced travel time and minimum expense. Californians finding business or pleasure drawing them to the Eastern industrial centers make the trip by air and rail and have added time at their destination.

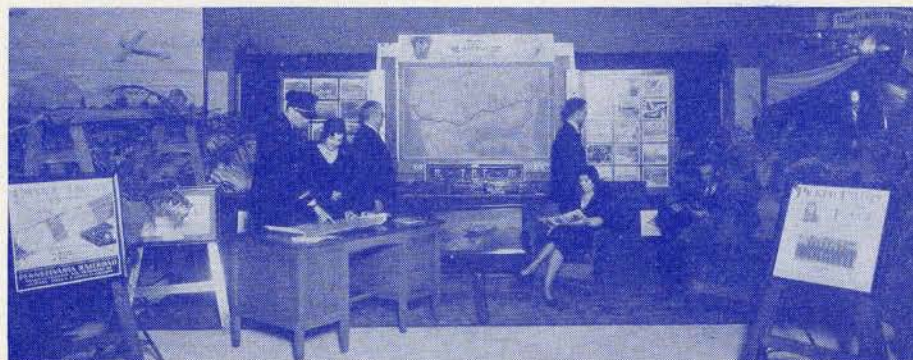
Many persons, too, make use of the air line simply to enjoy a new facility which has become available to them through the rate reductions.

On a strictly time-saving basis the air-rail system answers a popular demand. From coast to coast the nation's travel time is reduced by half—two days removed from the time between Los Angeles and New York. Time saving between intermediate points is equally valuable. The eastern executive finding it necessary to be in St. Louis as soon as possible gains half a business day by using the air-rail connections. Similar savings are made to the great Southwest and other territory served by the system.

Between Kansas City and St. Louis more than five hours are gained; between St. Louis and Los Angeles or San Francisco the saving amounts to a matter of days—the cost is the same as rail and Pullman travel.

Neither the cost nor the time saving, however, is the only factor considered by the host of travelers who have adopted the TAT-Maddux System. The remarkable

(Continued on page 4)



Ben Dally, Jr., TAT-Maddux Courier (in uniform), won a valuable wrist watch for his manner of presiding over the TAT-Maddux booth at the St. Louis Aircraft show.



D. M. SHEAFFER
Chairman, Executive Committee



C. M. KEYS
Chairman, Board of Directors



J. L. MADDUX
President



COL. PAUL HENDERSON
Vice President

OFFICIAL PERSONNEL

FOLLOWING the adoption on January 14 of the experimental winter passenger rates, which brought the cost of air travel on the Transcontinental Air Transport-Maddux Air Lines down to the general level of six cents a mile, the Board of Directors of the company, at a meeting in New York on Thursday, February 13, approved a large number of changes in the official personnel. The object of these changes is to bring down the costs of operation to accord with the new schedule of passenger fares. It is confidently expected that the goal of increased economy and efficiency in operation will be thus attained, and that the lower fares will attract a constantly increasing volume of patronage.

C. M. Keys, who has been president of TAT since its organization, was, on February 13, elected chairman of the Board of Directors of TAT-Maddux Air Lines.

D. M. Sheaffer was elected chairman of the Executive Committee of the Board of Directors. Mr. Sheaffer, chief of passenger transportation, Pennsylvania Railroad, has been a member of the board since TAT was organized. Other Pennsylvania Railroad officers who are also directors of TAT-Maddux Air Lines are J. L. Eysmans, vice-president in charge of traffic, and C. H. Mathews, Jr., general traffic manager—passenger.

J. L. Maddux, president of the Maddux Air Lines prior to that company's consolidation with TAT, when he became a vice-president of TAT-Maddux Air Lines,



COL. CHARLES A. LINDBERGH
Chairman, Technical Committee



T. B. CLEMENT
General Traffic Manager

was elected president and general manager, succeeding Mr. Keys.

Colonel Charles A. Lindbergh was elected chairman of the Technical Committee, and Colonel Paul Henderson was elected vice-president of the consolidated company.

W. J. Barry was elected secretary, treasurer and general auditor with offices in New York. Capt. Harry Collins, assistant secretary-treasurer, is stationed in Los Angeles.

H. S. Jones, formerly of the Pennsylvania Railroad's Transportation Department, was appointed assistant to the president.

Mr. Maddux has his headquarters at Los Angeles, and Mr. Jones, assistant to the president, is stationed at Columbus, O., which is the headquarters of the Eastern Division. S. D. Welsh, manager of operations, Eastern Division, also is stationed at Columbus. The headquarters of D. M. Tomlinson, manager of operations, Western Division, is at Los Angeles.

As a result of the reorganization program the offices of TAT-Maddux Air Lines in St. Louis have been discontinued.

T. B. Clement, formerly general traffic manager of TAT, with offices at St. Louis, is now general traffic manager of TAT-Maddux Air Lines, with headquarters in New York City.

J. W. Brennan, traffic manager of the Eastern Division, is stationed in St. Louis.

H. W. Beck is traffic manager of the Western Division, with headquarters at Los Angeles.

H. W. Conner, formerly Eastern traffic manager, TAT, now is traffic manager, TAT-Maddux Air Lines, at New York.

TAT-Maddux Air Lines are now being operated in two divisions. The Eastern Division extends from Columbus, O., to Waynoka, Okla. The Western Division includes that part of the transcontinental route from Clovis, N. M., to Los Angeles, and connecting lines from Los Angeles to San Francisco, San Diego and Agua Caliente.