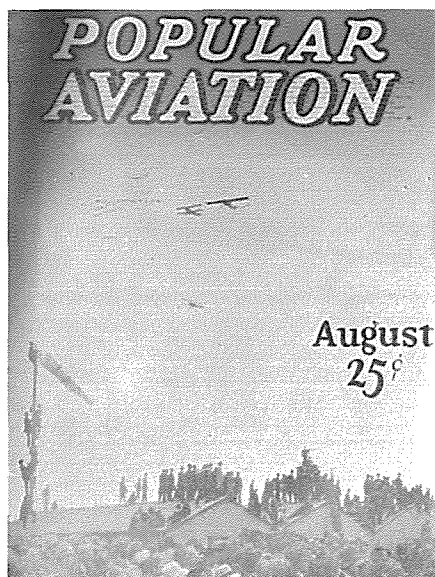
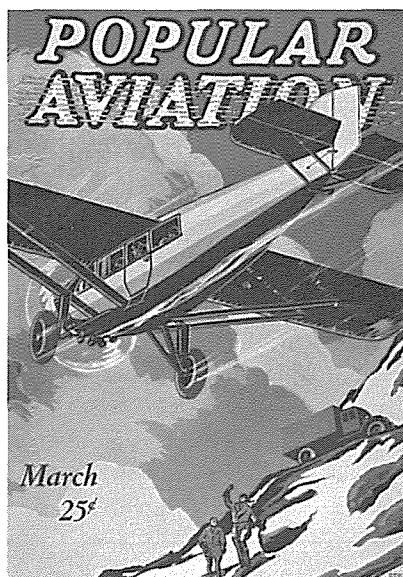
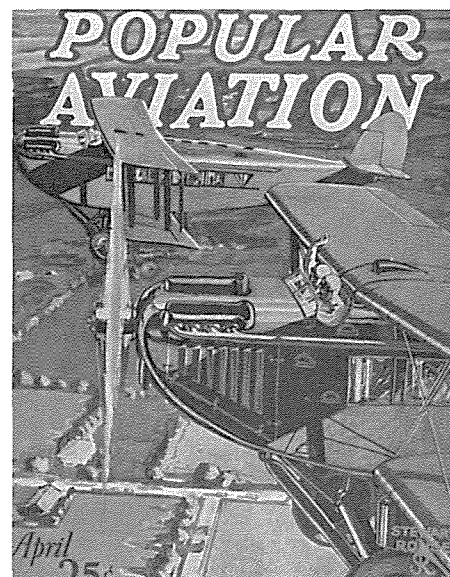




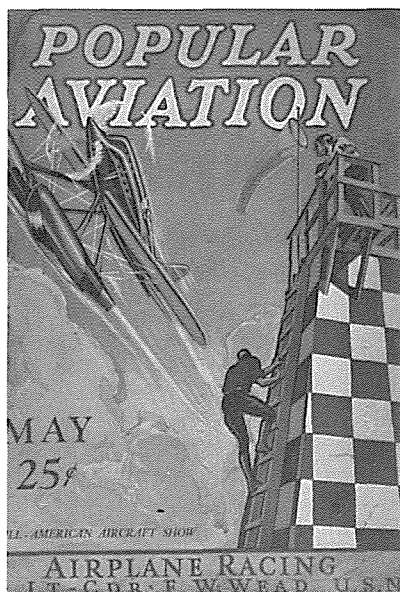
Vol 1 No 1 1927



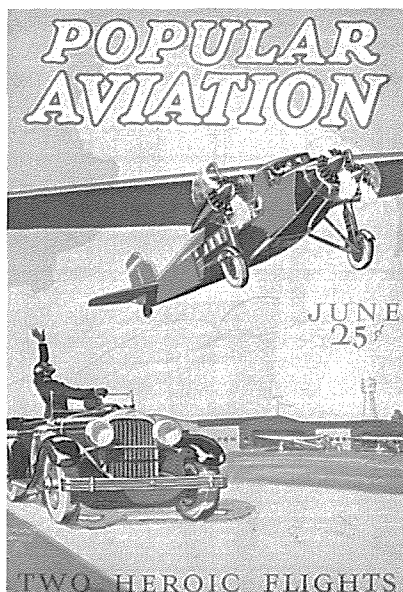
Vol 2 No 3 1928



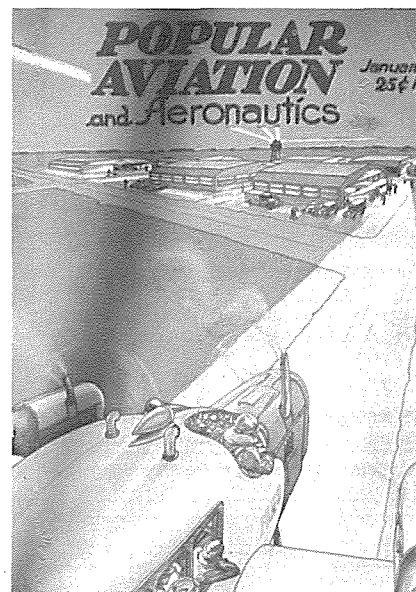
Vol 2 No 4 1928



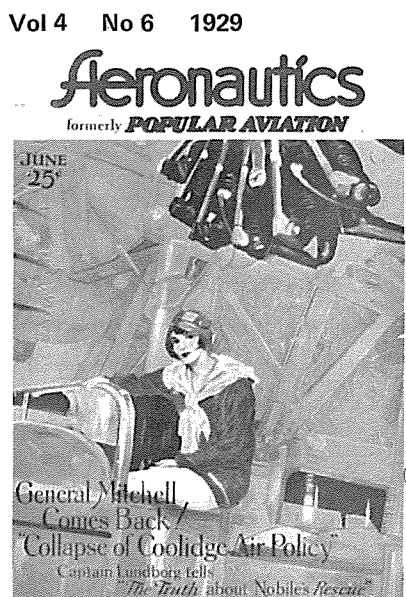
Vol 2 No 5 1928



Vol 2 No 6 1928



Vol 4 No 1 1929



Largest Selling Aeronautical Publication in the World



Vol 1 No 1 1930



Vol 7 No 5 1930

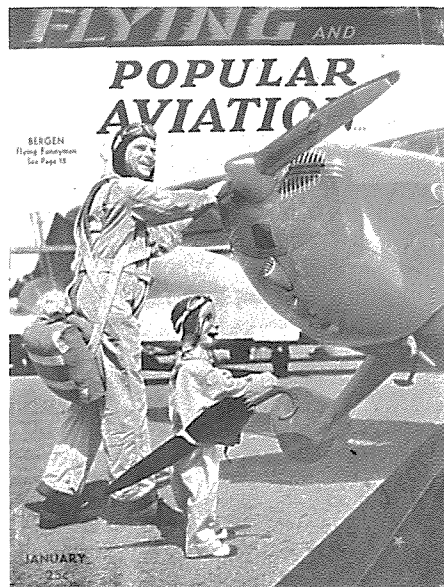
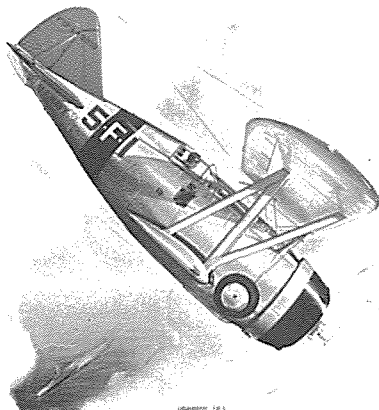
No. 1 of a series featuring general aviation, flying pulps, and model airplane publications. The genealogy of America's great aviation "P.R."

FROM PULP TO SLICK

By Herm Schreiner

Vol 20 No 1 1937

POPULAR AVIATION



Flying Jan 1941

Following Lindbergh's epoch flight in May, 1927, the nation's presses ground out a prolific "P.R." campaign for the embryonic aviation industry. In the process, such venerable publications as *Flying Aces* at 20¢ and *Air Trails* at 20¢ emerged in the fall of 1928 as two of the more durable of some dozen "flying pulps" to captivate the youth of the day. *Flying Aces* in November of 1933 and *Air Trails* in October of 1935 evolved into the more familiar 8½x11½" "slick" monthly.

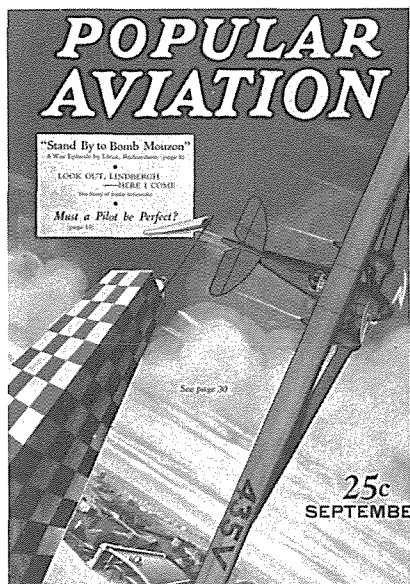
In sharp contrast, *Popular Aviation* bowed on the nation's newsstands in August of 1927 as a full-fledged "slick" at 25¢ not changing its price and uncompromising its quality significantly during the great depression until October of 1942 when the title was superseded by *Flying* by which it is still known today. (*Flying* first appeared on the cover of August, 1940.) In the course of its circulation rise with "the largest sale of any aviation magazine" imprinted regularly on its front cover, it was almost merged into *Aeronautics* in 1930 but in June, 1930, as if to lay this skirmish to rest, the publisher boldly renumbered that issue Vol. I #1 with a "pure" *Popular Aviation* cover. However, in August, it was again renumbered back to Vol. VII #1 and the logo read, *Popular Aviation* combined with *Aeronautics*. Certainly as one indication of its success, the July, 1933 issue noted, "including Southern Aviation, with Practical Mechanics, including Aeronautics and Aviation Stories & Mechanics." These were all aviation publica-

tions which had been absorbed. Aptly named, *Popular Aviation's* devotees point to the dramatic technique of Herman R. Bollin's cover art. First appearing on the last few issues of 1930, Bollin's thrilling scenes of aircraft in full flight beckoned to dreamy-eyed youth or aspiring flying students and provided material for "hangar flying" for seasoned pilots. Many feel his two World War I covers of January and August, 1935 were among his most appealing. In February of 1934, the famous Paul Lindbergh model plans made their debut and were an instant success, largely because they were professionally reproduced and not too complicated in construction. Modelers could count on the fact that for whatever flashing plane Bollin featured on the cover Lindbergh's plans would make it possible for him to build it at home on the kitchen table. Not until December, 1937 was Bollin's art replaced by photography as the publication became more technically oriented.

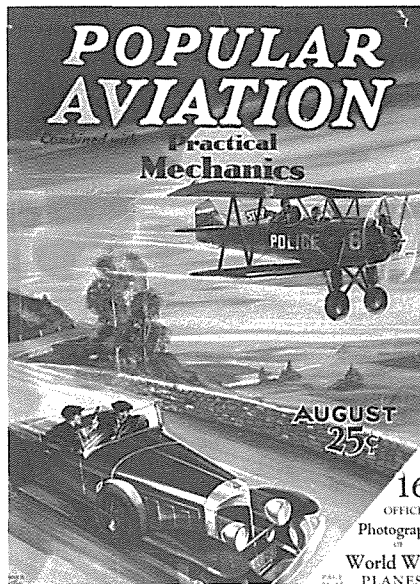
Seven special issues featuring military aviation from September, 1941 to 1952 were spectacular and innovative for their day.

Suffice to say, *Popular Aviation* and *Flying* with their broad editorial and photographic appeal recruited their share of the millions of "air-crazed" youth who became the cavalry of the clouds or the knights of the silver airline chargers which blazed a trail of progress across America unchallenged by any other land.

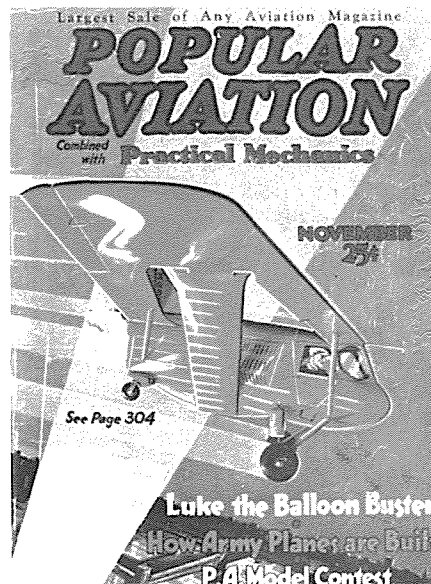
Vol 9 No 3 1931



Vol 11 No 2 1932



Vol 11 No 5 1932



POPULAR AVIATION

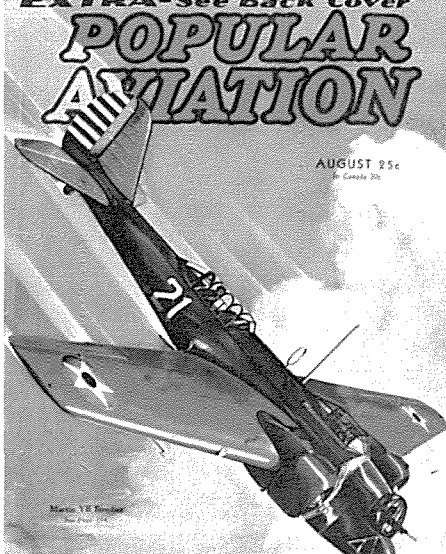
Read a "Crested Auklander" in this Month's Page 102

MAY 1936
16 Cents

EXTRA-See Back Cover

POPULAR AVIATION

AUGUST 1956
In Canada 30c



Martin V4 Bomber
The First V-Jet

POPULAR AVIATION

A black and white photograph showing three biplanes flying in a staggered formation against a cloudy sky. The planes are light-colored with dark markings, including the number '3' and the word 'NAVY'. The largest plane is in the foreground, angled towards the right. Two smaller planes are positioned behind it, one above and one below, also angled towards the right. The image has a grainy, high-contrast quality.

FLYING
AND POPULAR AVIATION

JANUARY
50c
for Canada, 60c

Special

FLYING

Special Issue

**U. S. ARMY
AIR FORCES**

AT WAR

Special **NAVAL AVIATION** Issue

FLYING

NAVAL AIR POWER
In Action

Prepared in collaboration with the U. S. NAVY

AOPA
Edition
SPECIAL SECTION
Begins After
Page 142

The Dramatic Story of
Naval and Marine Aviation