

# Boeing "Dress Rehearsal" Flights Are Huge Success

SUGGESTION  
CONTEST  
WINNERS  
See Page 3

# THE TWA SKYLINER

PLACE  
NEW  
PLANE  
ORDER  
See Page 8

Vol. 4, No. 9 Published by TRANSCONTINENTAL & WESTERN AIR, INC. JULY 15, 1940

## LAUNCH STRATOLINER SERVICE



The nation's newest and biggest air transports—TWA's four-engine, 33-passenger "Stratoliners"—are now in service. On July 8, first regular transcontinental schedules were inaugurated over TWA's route and air travelers now can enjoy trips in the first modern four-engine planes operated in domestic service. Transport equipment worth more than \$1,500,000 is represented in this picture.

### Stratoliner Crosses U.S. for Preview

A "dress rehearsal" flight through the world's newest travel zone—the "sub-stratosphere" four to five miles above the earth—was held the week of June 23-29, as a final preliminary to the regular operation of the fleet of Boeing "Stratoliners" which Transcontinental and Western Air put into service on July 8.

The fleet of five giant four-engine planes, largest commercial land transports in the world, were put through every possible test in "overweather" operation, and every flying procedure was checked to meet the precision and service planned for the operation of the new planes.

The "rehearsal" flight was held (Cont. on Page 7, Col. 3)

### Thomas Hardin, Air Safety Board Chairman, Named to TWA Vice-Presidency in Charge of Safety Work

Thomas Hardin, chairman of the Civil Aeronautics Authority's Air Safety Board and one of the world's foremost authorities on safety in aerial operations, has been elected by the board of directors as vice-president in charge of safety for Transcontinental and Western Air, Inc., according to Jack Frye, president.

Hardin will assume his new duties on August 1, and will make his headquarters in Kansas City, Mo., Frye said.

Hardin will continue for the next several weeks as a consultant with the Air Safety Board, assisting in establishing a new safety bureau under the reorganized Civil Aeronautics Board, Frye said. Under the new reorganization plan, which placed the former Civil Aeronautics Authority under the Department of Commerce, the former affiliated Safety Board has been discontinued.

The new TWA executive will direct a long range program of safety in connection with TWA's operations, and will observe and study all matters concerning safety in air transport operation, Frye said. He will co-operate with D. W. Tomlinson, vice-president in charge of engineering, in research work and will consult with other officials of the airline on matters involving safety.

"We are leaving nothing undone to maintain the outstanding safety record which we have already established," Frye said. "In his new work, Mr. Hardin will continue to study every phase of safety to insure the continuance of this record."

Hardin was appointed to the Air Safety Board in July, 1938. On August 22, 1939, he was appointed chairman of the Board and during his period of leadership the domestic airways have not had a single accident resulting in a serious injury or fatality to passengers or crew members.

Hardin joined the Air Safety Board after an outstanding career as a flyer and airline executive. Born in Mexia, Texas, in 1894, he attended school in Texas and studied aeronautical and mechanical engineering by home courses. He began flying for the army in 1917, and served with the 101st Aero Squadron during the World War. After the war, Hardin resigned

from the army and spent several years barnstorming. In 1925 he took over the Good and Foster Air Service in Dallas, Texas, and in 1929 organized the Texas Air Transport with Temple Bowen, and served as vice-president and general manager.

In 1930 he became associated with American Airways as general manager and except for a short period with the Aircraft Service and Supply Company in Dallas he remained with American Airways until he was appointed to the Air Safety Board in 1938.

A specialist in safety throughout his long career in aviation, Hardin has always laid stress on painstaking detail with all airline operations. He not only has been instrumental in developing safety features on airline equipment but also has made a thorough study of care taken by all departments of airline personnel in duties on the ground as well as in the air.

### New Speed Marks Set by Flights

New coast-to-coast speed records brought international attention to the inauguration of TWA's "Stratoliner" schedules which opened a new era of fast "overweather" service between Los Angeles and New York on July 8.

The eastbound Super Sky Chief landed at LaGuardia Field 12 hours and 13 minutes elapsed time out of Burbank while the westbound sister ship reached Burbank 14 hours and nine minutes after leaving New York.

The eastbound flight clipped 49 minutes from a passenger transport record of 13 hours and two minutes set in February, 1934, when a TWA DC-2 flew across the country with Capt. Eddie Rickenbacker.

(Cont. on Page 7, Col. 2)



Brenda Joyce, motion picture star, sent the eastbound "Stratoliner" inaugural flight on its way to a transcontinental speed record as Tyrone Power and Hostess Vera Logsdon look on at the Burbank Air Terminal.

### Bowersock Awarded Top Prize For Aviation Writing in '39

Justin D. Bowersock, aviation editor of the Kansas City Star, Gaston Marque of the Wall Street Journal, and Wayne Parrish of American Aviation Magazine were named today as the winners of TWA's annual newspaper and magazine trophies for "consistently developing the best air transport writing" during 1939.

Selection of the winners in the three fields was made by a board of five judges after a careful study of the scores of newspaper and magazine articles submitted.

Bowersock, veteran aviation writer, traveled more than 55,000 miles during 1939 in quest of material for aviation articles upon which he was judged winner of the

"open" newspaper award.

Second place in the open division was won by George Pelletier, veteran aviation editor of the Providence Journal, and third place was awarded to James Bassett of the Los Angeles Times.

Bowersock will receive the annual TWA trophy, which was won in 1938 by Devon Francis, aviation editor of the Associated Press, and in 1939 by Sherman Altick of the New York Sun. In addition, Bowersock also will receive a silver plaque and a cash prize of \$250. Pelletier and Bassett will receive plaques and cash prizes.

The newspaper award for writers from newspapers of less than 100,000 circulation was won by...

(Cont. on Page 6, Col. 4)

#### THOUSANDS OF CACHETS

First flights of the country's newest air transports—TWA's new "Stratoliners"—were loaded with thousands of cachets on their way to "first flight" cover specialists among stamp collectors. Arrangements were made to have all covers "cacheted" for the collectors.

**THE SKYLINER**  
PUBLISHED MONTHLY IN KANSAS CITY

Editor..... Leo Barton News Editor, New York..... R. I. Robinson  
Managing Editor..... Virgil Cory News Editor, Chicago..... William Westlake  
Associate Editor..... William Dixon News Editor, Los Angeles..... C. W. Dayhoff

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**Officers and Directors of Transcontinental & Western Air, Inc.**  
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Jack Frye..... President and Director  
Paul E. Richter..... Executive Vice-Pres. and Director  
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**New Levels of Flight and Service**

On July 8, the eleventh anniversary of the first transcontinental airline passenger flight, the dream of TWA's management and personnel alike became a reality—the inaugural flight of the first of our giant 33-passenger Stratoliners.

This was a blue-ribbon day for TWA and it is fitting that the thoughts of the men who are at the head of our company should be recorded:

**Live Up to Your Standard**

The Stratoliners will give us an equipment advantage over our competitors which undoubtedly will bring us many new customers. Our biggest problem is going to be to give those customers such uniformly excellent service that they will prefer TWA even without the equipment advantage—which we may not always be able to maintain.

It is relatively easy to provide a high standard of service when passengers are few and hard to get; the real test is maintaining that standard when business is good.

*Jack Frye*  
President

**History Is Now Being Made**

Too frequently we look back on some event in the past—such as the beginning of the old "air-and-rail service" inaugurated by TAT, our predecessor company, nearly a dozen years ago—and we say wistfully: "Those were the days!"

Every one of the 2,300 men and women who make up TWA should look with pride and pleasure at the major event of this month for us—the beginning of our Boeing Stratoliner service—and say: "This is the day!"

We are at present engaged in our greatest expansion program, both as to regular schedules and the new Stratoliner service. We have just purchased 15 new DC-3 planes and we are now working to expand our system into new routes. These incentives are worthy of the best there is in us.

*T. B. Wilson*  
Chairman of the Board

**The First Impression**

In starting scheduled Stratoliner service on July 8th we have publicly announced, in effect—"These planes, our operation of them, and every detail of their service has been perfected, and we are offering the finished product for sale, backed by our reputation."

We must live up to that announcement during the critical first few months of operation, during which time the traveling public receives its first and strongest impressions. We have worked and planned, and have conducted practice flights and dress rehearsal flights to make this possible, but further than all this, in order to insure success, it will be necessary that every man in the organization makes it his personal responsibility to see that the 1st and the 500th Stratoliner schedules are conducted with the same high degree of efficiency and safety.

*Paul E. Richter*  
Executive Vice-President

**Unequaled Service**

One of the first essentials of successful selling is to believe in the product or service we offer. Introduction of "Stratoliner" schedules gives us a service that cannot be equaled by any airline. In addition, we are continuing to expand our regular schedules. We have the best opportunity in our history to progress in building our list of steady customers. Now's the time to cash in on our decade of preparation.

*V. P. Conroy*  
Vice-President in Charge of Traffic and Sales

**Outstanding Developments**

"TWA's Boeing Stratoliners mark the beginning of a new epoch in air transportation. Two outstanding technical developments have made this airplane capable of its high altitude operation; the two speed engine supercharger and the supercharging of the passenger and crew spaces in the cabin.

"TWA made early tests of the first two speed engine superchargers in the DC-1 during the summer of 1935. Numerous flights were made which proved that this unit was satisfactory for operations up to 25,000 feet. In the five years which have elapsed, the development and use of this unit by the Army and Navy has proven its value and dependability.

"The cabin supercharging involved a wholly new development. TWA's experience clearly indicated that no other means could provide the necessary bodily comfort and well being at altitudes above 12,000 feet. The Boeing Company undertook the research, development and test of the devices to accomplish cabin supercharging.

"So, today, TWA leads the transport industry by offering the public four engine transports capable of scheduled operations at altitudes up to 20,000 feet."

*D. W. Tomlinson*  
Vice-President—Engineering

**Air Pageant at Fair Shows All Aviation Phases**

A pictorial pageant of aviation, presented in a unique and colorful panorama which develops the story from the days of the flying "crate" to the present moment of commercial air transports and dive bombers, began regular daily showings July 3 in the Aviation Building at the World's Fair.

The pageant, which was created especially for this occasion by the New York Museum of Science and Industry, in Rockefeller Center, under the name of "Winged America," serves as a unifying background amplifying and tying together the individual exhibits of Army and Navy air services, TWA and four other major airlines, the industrial concerns and others in the aviation field which together make up the comprehensive Aviation Exhibit of 1940.

Representing the combined effort of engineers, artists, photographers and technicians and experts of many different kinds, the pageant consists of a series of over 250 pictures in color, which move in a dramatic twelve-minute panorama around the largest screen in the world set against the spherical end wall of the Aviation Building.

Beginning with a view of the crude "man with wings" devised by Leonardo da Vinci in the middle of the 15th century, the pictures present spectacular high spots in the growth of man's discovery and understanding of the laws and principles of aeronautics and his achievements in their application. There are glimpses of the earliest pioneers—Montgolfier, Lillenthal and Chanute, of the Wright brothers first attempts, and Glenn Curtiss's ventures; thrilling shots of the exploits of World War aviators; views of the happy-go-lucky barnstormers who "stunted" for gaping spectators at county fairs and took the most daring of them aloft for brief sight-seeing trips over the countryside. The careful research and experimental work of the National Advisory Committee for Aeronautics comes in for its share of pictorial description, and also the development of the precise instrumental aids which have contributed so much to safety in flight such as the gyropilot, the radio beam and others.

Military planes of this and other countries appear in other pictures, while the high point of achievement reached in modern passenger travel by air is shown in glamorous scenes of travelers enjoying life aboard the luxury airliners. In another part of this pictorial tour, the observer is taken through representative technical schools and Civilian Aeronautics Authority projects in colleges, where pilots are trained for many different roles in the air.

**Personnel Now 2,300**

From 1,553 employees on January 1, to 2,300 employees on July 1!

That's the story of TWA's progress as an airline so far in 1940. Expansion in Douglas schedules, inauguration of Boeing "Stratoliner" schedules and rapidly increasing popularity of TWA among the nation's travelers are the chief reasons for the upshoot in personnel numbers.

**CASH FOR AMATEUR PHOTOS**

Attention, you camera enthusiasts! Your Skyliner magazine is going to show some real cash appreciation of your talents in photography with a photo contest for all personnel during the next six weeks.

A total of \$50.00 in cash prizes will be awarded to employees for photographs and every member of TWA's personnel is eligible to compete. The rules are simple:

1. Pictures must use personnel, planes, stations or scenery along TWA's route as subject matter.
2. Pictures can be any size.
3. A brief note must accompany each picture, explaining what kind of a camera was used, the condition of light, type of film and previous photo contests entered.
4. Photographs that have news value will also be used in the July and August issues of the Skyliner and regular fees of \$1.00 will be paid for each picture used.
5. Winning photographs will be judged on August 31, and cash prizes will be presented as follows:  
\$25.00 First prize.  
\$10.00 Second prize.  
\$ 5.00 Third prize.  
\$ 1.00 fourth to thirteenth prizes inclusive.

So, get your cameras in action as soon as possible and send in your photographs to "Photo Editor", care of the Skyliner Magazine, TWA, Kansas City.

**Voice of the Passenger**

LIBRASCOPE, INCORPORATED  
Burbank, Calif.

Mr. V. P. Conroy,  
TWA,  
Kansas City.  
Dear Mr. Conroy:

Thank you for your letter inquiring about my flight. While I must admit this was my first transcontinental trip on an airline, I have been in close contact with various members of your organization for some time. From my experience you have every reason to be justly proud of your entire personnel.

We manufacture the Librascope Balance Computer which TWA has used for three years in loading DC-3 equipment and have recently inaugurated their use with the Boeing 307 schedules. TWA was one of the first airlines to use this equipment and we are proud of the re-order.

Sincerely,  
Lewis W. Imm,  
President

AMERICAN AUTOMOBILE  
INSURANCE CO.  
St. Louis, Mo.

Mr. Jack Frye,  
TWA,  
Kansas City, Mo.

Dear Mr. Frye:  
I have just had the pleasure of making my first long flight by TWA, having flown from St. Louis to New York and return. I realize full well that the hostesses and other personnel are paid to be courteous to the passengers, but the answers that I received to all my foolish questions were not given as though paid for, but as though that they were pleased with my annoying them. I wish to congratulate you on the TWA personnel, and express my gratitude for the comfort and pleasure they afforded me on these two flights.

Very truly yours,  
Archer O'Reilly, Jr.

F. W. WOOLWORTH CO.  
St. Louis

Mr. V. P. Conroy,  
TWA,  
Kansas City, Mo.

Dear Mr. Conroy:  
On Friday night, June 21, I had occasion to secure transportation from New York to St. Louis via your lines, which I use very extensively.

It looked like I was out of luck in getting space, but through the untiring efforts of your representative, Roger Nichols, at LaGuardia Field, I succeeded in get-

ting space on Flight 3 and arrived in St. Louis on Saturday morning.

I want to take this opportunity of expressing my appreciation of Mr. Nichols' efforts on my behalf. Yours very truly,  
H. E. O'Neil,  
Manager, St. Louis Office

**TWA CAREERS**

JOHN EDWARD GUY  
Engineering Department  
Born: February 20, 1904. Height: Five feet, four inches. Weight: 135 pounds.

Attended Ward School and High School in Vancouver, B. C., Canada. Started with TWA and predecessor companies in October, 1929. His career since:

August 6, 1931—Mechanic—Columbus.

March 1, 1932—Mechanic—Kansas City.

April 15, 1933—Foreman—Kansas City.

June 1, 1934—Inspector—Kansas City.

January 1, 1939—Crew Chief, Inspection Department—Kansas City.

June 1, 1939—Chief Inspector—Kansas City.

October 1, 1939—Factory Inspector—Seattle.

March 11, 1940—Engineering Inspector—Los Angeles.

**June Is High Traffic Month**

A new all-time high of 14,882,661 revenue passenger miles flown in a single month was established during June by Transcontinental and Western Air, Inc., according to V. P. Conroy, vice-president in charge of traffic and sales.

Conroy said that the month's traffic was 50.3 per cent above the same month a year ago and 9.4 per cent above passenger miles flown during May.

The record for revenue passenger miles flown during a single 24-hour period was broken three times during the month with a high of 595,326 miles established on June 14.

The airline completed the first half of the year with an increase of 58.04 per cent in revenue passenger miles flown compared to the same period during 1939.

Air mail and air express poundage declined during June compared to the previous month of May but showed substantial gains over last year.

Air mail pound miles flown totaled 313,046,229, a decrease of 10.3 per cent below May figures and 27.9 per cent above June, 1933.

# Announce Final Awards in Employees' Plan Contest

Final judging of suggestions turned in for the Employees' Suggestion Plan contest was held July 3 and all awards were made for the months of November, 1939, to April, 1940, closing month of the contest. L. M. Reed, secretary of the contest committee, presided at a meeting attended by J. C. Franklin, J. H. Clemson, F. G. Betts, D. R. Eldridge, G. O. Thornley and H. B. Obermiller, and Mr. Reed announced that all holders of winning suggestions listed below are urged to turn in their identifications as soon as possible. Deadline on identifications will be July 31, he said.

Names of all final winners in the contest, which extended over a period of one year, will be announced in the next issue of the Skyliner. Final cash awards will be presented at that time.

The suggestion plan committee also announced that recommendations for the continuance of a second annual Suggestion Plan Contest will be submitted later.

Following are numbers of all winning suggestions and holders are urged to send in their identifications to L. M. Reed, Personnel Manager, November and prior.

**Prize awards**  
 No. 4951 Submitted April 27, 1939 and was held for further consideration \$20.00  
 No. 2519 Submitted July 26, 1939 and was held for further consideration 10.00  
 No. 235 Submitted November 8, 1939 and was held for further consideration 10.00  
 No. 2234 Submitted November 15, 1939 and was held for further consideration 5.00  
 Suggestions already in effect: Nos. 3059, 1277, 459.  
 Suggestions rejected: Nos. 4220, 4491, 1667, 256, 5015, 1594, 621, 625, 1132, 694, 2805.

December	Awards	Points
No. 1597 1st prize	\$10.00	25
No. 472 2nd prize		20
No. 469 3rd prize		15
No. 5019 4th prize		10
No. 5004 5th prize		2
No. 5023 6th prize		2

Suggestions already in effect: Nos. 4606, 2058, 1448, 4605, 4680, 4490.  
 Suggestions rejected: Nos. 276, 1449, 646, 3068, 5186, 474, 461, 5006, 647, 2417, 3088, 5255, 3086, 5098, 2235, 5010, 3090, 5501, 3095, 3083, 5257, 1745, 5703, 3089, 473, 2525.

January	Awards	Points
No. 5021 1st prize	\$5.00	25
No. 1625 2nd prize		20
No. 780 3rd prize		15
No. 236 4th prize		2
No. 1599 5th prize		2
No. 5753 6th prize		2
No. 4046 7th prize		2
No. 4067 8th prize		2
No. 4691 9th prize		2
No. 5256 10th prize		2
No. 5748 11th prize		1
No. 242 12th prize		1
No. 5801 13th prize		1
No. 65 14th prize		1

Suggestions already in effect: Nos. 66, 5752, 241, 4047, 4930, 90002, 5750, 1224, 4025.  
 Suggestions rejected: Nos. 4011, 90001, 1220, 2296, 1629, 1368, 947, 5025, 5024, 5749, 237, 238, 240, 5273, 1598, 687, 5763, 5764, 5751, 383, 239, 90003, 4929, 5188, 5259, 1225, 1633, 4692, 5195, 1222, 948, 1634, 5258, 1136, 4816, 1595, 4696.

February	Awards	Points
No. 690 1st prize	\$10.00	25
No. 1349 2nd prize	\$ 5.00	20
No. 5864 3rd prize	\$ 5.00	15
No. 5854 4th prize		10
No. 5757 5th prize		2
No. 937 6th prize		2
No. 1000 7th prize		2
No. 4712 8th prize		2
No. 4221 9th prize		2
No. 2494 10th prize		2
No. 5779 11th prize		1
No. 4023 12th prize		1
No. 384 13th prize		1
No. 5865 14th prize		1
No. 3997 15th prize		1
No. 5851 16th prize		1
No. 4706 17th prize		1

Suggestions already in effect: Nos. 999, 401, 2493, 1077, 4024, 1141, 385, 475, 5756, 5270, 689, 278, 307, 4932.  
 Suggestions rejected: 4708, 1353, 4714, 4222, 5776, 2479, 5871, 5777, 277, 5873, 5872, 529, 5271, 5274, 5758, 1367, 590, 781, 260, 5269, 2474, 5754, 5759, 5760, 243, 5866, 5867, 5853, 952, 5755, 1392, 5855, 5265, 1144, 528, 1221, 5293, 1143, 1138, 4820, 402, 1078, 930, 1149, 5260, 2470.

March	Awards	Points
No. 5001 1st prize	\$5.00	25
No. 1600 2nd prize		20
No. 1283 3rd prize		15
No. 5994 4th prize		2
No. 5993 5th prize		2
No. 4039 6th prize		2
No. 4032 7th prize		2
No. 680 8th prize		2
No. 389 9th prize		2

Suggestions already in effect: Nos. 4922, 5026, 1704, 784, 5782, 4223, 1371, 1703, 5999, 6976.  
 Suggestions rejected: Nos. 142, 4021, 5874, 2811, 5761, 5762, 936, 530, 3097, 5892, 5891, 5875, 386, 2476, 5029, 5030, 4772, 6981, 4212, 6985, 387, 388, 5027, 2363, 4771, 4767, 6987, 6986, 931, 141, 783, 5213, 599, 1146, 1705, 2742, 2471, 4042, 6977, 5028, 5980, 5998, 4721, 6000, 2992, 5714, 6978.

April	Awards	Points
No. 67 1st prize		25
No. 4210 2nd prize		2
No. 5896 3rd prize		2
No. 4208 4th prize		2
No. 5546 5th prize		2
No. 1284 6th prize		2
No. 3100 7th prize		2
No. 145 8th prize		2
No. 5899 9th prize		2

Suggestions already in effect: Nos. 5602, 5783, 1001, 833, 5032, 5894, 4802, 4794.  
 Suggestions rejected: Nos. 4211, 5033, 5898, 68, 3082, 4803, 816, 4207, 4213, 1385, 4793, 4476, 69, 144, 5601, 4807, 4209, 5031, 4785, 3110.



"Twas a great day in Chicago on July 1 when our boys accepted the challenge of Russ Ahrens' Monroe Street Maulers and out-golfed, out-"et," and out-everythinged their U. A. L. hosts. The party was held at the Medinah Country Club. Ed Barker, of Reservations, walked away with top honors for low net—Earl Miller and John Bailey of traffic took low gross and second low gross, respectively. The TWAers also took team honors with a net total of 1010 against United's 1035. It was a great afternoon and evening.

Best shots of the afternoon were made by Tom Crane and Add Thomas. The ninth hole is shot from the top of a hill and the green lays just beyond a water hazard—beyond the green is a nice saucered hill—practically impossible to misplace your shot too badly, but the hole is a short one. Remembering the honor of TWA, Tom gave his all and not only passed the water hazard, the green, the saucered hill, but bounded over a fence and into the clubhouse. As for Add—the entire afternoon was a challenge affair and not unlike tribes who wager their all on the prowess of their chiefs—United placed Russ Ahrens against Add in a one-shot driving contest at the end of the afternoon. Add stepped up to the tee, shifted his feet, loosened his knees, wiggled his hips, and gave a mighty swing—and almost blasted himself into a nervous breakdown—it was a torpedo ball.

Charlie Mathews "created" the trophy out of two oil funnels, two spoons, two ten-cent golf balls, a penny stamped plate, and a piece of wood. Pictorial record of this outstanding trophy will be forwarded to the Skyliner editors later. The other highlight of the past month was the Boeing flight that most of us were fortunate to get on. The new queen of the airways received the homage due royalty and we're all mighty proud of the fact she carries the TWA insignia. Capt. Otis Bryan and Hostesses "Benny" Benefiel and Mary Ellen McCoy let us poke our heads in all the nooks and feel the goods, as it were.

Glenn Wise's department has been enlarged—welcome to Max Tegerdine of Columbus, who with Glenn, now welcomes all TWA travelers.

Milly Anderson

## Seek Albany on Eastern Route

An amendment to include Albany on the new airline route proposed by TWA between Pittsburgh and Boston has been filed with the Civil Aeronautics Authority.

Acceptance of the new route application would provide Albany, now without airline service, direct connections at Pittsburgh with TWA's transcontinental schedules to Chicago, Kansas City, Los Angeles and San Francisco.

The new airway, first proposed by TWA in an application filed with the CAA three months ago, would extend from Pittsburgh to Boston by way of Williamsport, Pa., Binghamton, N. Y., and Springfield, Mass.

## TRANSFERS AND PROMOTIONS

Name	Present Position	Location	To Position	Location
Ambrose, J. R.	First Officer, KC		First Officer	LG
Beck, R. H.	First Officer, KC		First Officer	LG
Bradley, James M.	Tkt. & Resv. Sales Rep., LA		Reserv. Sales Rep.	KC
Low, Henri M. C. Jr.	Tkt. & Resv. Sales Rep., KC		Tkt. & Res. Sales Rep.	CG
Maynard, C. W.	First Officer, KC		First Officer	LG
Oursler, Ralph E.	Reserv. Sales Rep., LA		Chief Clerk (Resv.)	KC
Olivier, R. F.	First Officer, KC		First Officer	LG
Woods, John F.	Reserv. Sales Rep., NY		Reservation Mgr.	NY
Peak, Avis E.	West. Div. Chf. Hostess, KC		West. Div. Chf. Hostess	BU
Polizzi, J. J.	First Officer, LG		Reserve Captain	LG
Smith, L. J.	First Officer, LG		Reserve Captain	LG
Staggers, Ida K.	Asst. Chief Hostess, KC		Hostess	NY
Barfels, Ruth C.	Air Hostess, PT		Air Hostess	NY
Bucher, Betty	Temp. Steno., KC		Perm. Stenog.	KC
Crane, W. T.	Rep. Traffic & Sales, CG		Back for duty fr. lv. of abs.	
Frick, Darrell J.	Stu. Tkt. & Resv. Clerk, KC		Reserv. Sales Rep.	LS
Liming, Virginia L.	Air Hostess, PT		Air Hostess	CG
Robinson, Marian J.	Air Hostess, PT		Air Hostess	NY
Spahr, M. Beulah	Air Hostess, PT		Air Hostess	CG
Van Hoozer, G. E.	Inspector, SA		Inspector	KC
Wolever, Joyce E.	Air Hostess, PT		Air Hostess	NY
Keegan, John R.	Tkt. Sales Rep., NY		Reserv. Sales Rep.	NY
Liming, Virginia	Air Hostess, KC		Air Hostess	NY
Lockwood, G. Ros.	Air Hostess, KC		Air Hostess	PT
McKee, H. E.	Inspector, KC		Crew Chief	KC
Rathbone, Byers	Passenger Agent, LG		Chief Clerk	LG
Riordan, Gerald C.	Porter, NY		Reserv. Sales Rep.	NY
Spahr, M. Beulah	Air Hostess, KC		Air Hostess	PT
Swigart, Dor. R.	Air Hostess, KC		Air Hostess	NY
Cahill, Robt. D. Jr.	Jr. Clerk, CO		Passenger Agent	CO
Coady, R. Marion	Air Hostess, KC		Air Hostess	NY
Commerce, Robt. E.	Passenger Agent, NK		Passenger Agent	PT
Downs, Merlin	Stu. Pass. Agent, KC		Jr. Clerk	KM
DeBlasio, David L.	Stu. First Officer, KC		First Officer	LG
DuVal, G. C.	Reserve Captain, LG		Captain	PT
Burns, George R.	Passenger Agent, KC		Instructor	KC
Horstman, C. M.	Reserve Captain, LG		Captain	PT
Kuhn, D. E.	Reserve Captain, KC		Captain	PT
Mutchler, A. W.	Cargo Handler, NK		Passenger Agent	LG
Officer, J. D.	First Officer, LG		Captain	PT
Steytler, Wm.	Stu. Pass. Agent, KC		Jr. Clerk	KM
Wilf, Violet H.	Air Hostess, KC		Air Hostess	NY
Woodbridge, R. S. Jr.	Jr. Clerk, HX		Passenger Agent	HX
Spaulding, A. C.	Reserv. Sales Rep., NY		Ticket Sales Rep.	NY
Baron, Leo F.	Mgr., NY News Bureau, NY		Mgr., News Bureau	KC
Duval, G. C.	Captain, PT		Captain	LG
Adams, C. H.	First Officer, PT		First Officer	LG
Asire, J. B.	First Officer, PT		First Officer	CG
Fuller, Roy	Reserv. Sales Rep., KC		Chf. Clerk (Gen. Trf.)	KC
Gorman, E. G.	Captain, PT		Captain	CG
Horstman, C. M.	Captain, PT		Captain	LG
Imbrie, Edw. C.	Stu. T. & R. Sales Rep., KC		Reserv. Sales Rep.	PT
Kaehner, H. J.	First Officer, PT		First Officer	LG
King, Frdk. W.	Reserv. Sales Rep., KC		Reserv. Sales Rep.	CG
Kuhn, D. B.	Captain, PT		Captain	CG
Mountain, J. D.	Captain, PT		Captain	LG
Rae, R. D.	Captain, PT		Captain	CG
Seno, M. E.	First Officer, PT		First Officer	LG
Robinson, Robt. I.	Rep. Tkt. & Sales, NY		Mgr., News Bureau	NY
Strait, R. G.	First Officer, LG		First Officer	CG
Tourtillot, H. R.	Ticket Sales Rep., NY		Reserv. Sales Rep.	KC
Hecker, Earl A.	Asst. to V. P., Tkt. & Sales, KC		Mgr. Exp. & Mail Dept. KC	
Ramey, Robert	Passenger Agent, FW		Relief Pass. Agent	KC
Noble, J. A.	Passenger Agent, NK		Passenger Agent	KM
Potter, C. R.	"B" Mechanic, KC		"B" Mechanic	LS
Adams, Robt. V.	Jr. Clerk (Temp.), AB		Jr. Clerk (Perm.)	AB
Barnett, O. F.	"B" Mechanic, KC		"A" Mechanic	KC
Burke, E. P.	Jr. Clerk, KC		Passenger Agent	KC
Christensen, E. L.	Stu. First Officer, KC		First Officer	KC
Fettin, T. P.	Head Guard (Temp.), NY		Head Guard (Perm.)	NY
Fisher, Marjorie	Addressograph Opr., KC		Chf. Addressograph Operator	KC
Fuhrman, W. A.	Radioman, CO		Chief Radioman "B"	AQ
Gaines, Harry S.	Stu. First Officer, KC		First Officer	KC
Gesell, J. A.	Stu. Pass. Agent, KC		Jr. Clerk	KC
Gigstad, B. L.	Stu. First Officer, KC		First Officer	KC
Gray, John F.	Jr. Meteorologist, NY		Meteorologist	NY
Hart, Kenneth W.	Station Manager, NK		Asst. Station Mgr.	PT
Hawley, D. F.	Jr. Meteorologist, NY		Meteorologist	KC
Martin, Wm. W.	Student Guide, KC		Passenger Agent	FW
McCarty, P. T.	Stu. First Officer, KC		First Officer	KC
Noftlinger, L. L.	First Officer, KC		First Officer	BU
Tomlinson, D. W.	Chief Engineer, KC		V. P. in Chg. of Eng.	CG
Wright, Theon	Dir. of Publicity, KC		Dir. Pub. Rela. & P. (B)	KC
Weager, Floyd	Link Trainer Instr., NY		Link Trainer Instr. (P)	NY
Mundy, John W.	Radioman, PT		Radioman	CG
Meyer, George H.	Traveling Chf., KC		Chf. Steward	LG
Campbell, Thelma	Stenographer, PT		Stenographer	PT
Cory, Virgil	Feature Writer, KC		Switchboard Oper.	PT
Dunlop, A. V.	Stu. First Officer, KC		Asst. Mgr. News Bur.	KC
Gibbon, E. H.	Stu. First Officer, KC		First Officer	KC
Rogers, Jas. G.	Student Guide, KC		Reserv. Sales Rep.	CG
Tegerdine, W. M.	Tkt. & Resv. Sales Rep., CO		Pass. Relations Mgr.	CG
White, Bronson	First Officer, KC		Reserve Captain	KC

## COWBOY WULPI

Jim Wulpi, Assistant Manager of the Foreign and Agency Department, decided to be a cowboy when he attended a Texas rodeo with Vernon Gunn, Amarillo District Manager, recently. For a joke he asked a young boy if he could ride his Palimino pony and the boy re-

fused. Jim then spotted a boy riding along with a much larger pony. Bolstered by his previous turnout, Jim asked if he could ride the horse. The boy said, "Sure," and started to dismount. Jim, according to Gunn, walked speedily away in the opposite direction.

# Personalities and Happenings in June



—TWA NEWS PHOTO

America's newest luxury transportation—flights in TWA "Stratoliners" from coast to coast in less than 15 hours—is now available to air travelers. On July 8 the first regular transcontinental schedules were launched and here's a scene that soon will be familiar to New Yorkers—the arrival of a "Stratoliner" over LaGuardia Field.



—TWA NEWS PHOTO

Students of TWA's current hostess school get some pointers on the "Stratoliner" from a maintenance expert at Kansas City headquarters.



—TWA NEWS PHOTO

A special delegation of Kansas City business men flew to St. Louis via TWA in June to attend a Chamber of Commerce luncheon given in connection with the TWA Board of Directors meetings there. In the picture are, left to right, E. W. Mentel, Assistant to the President St. Louis Chamber of Commerce; George W. Cats, Executive Manager Kansas City Chamber of Commerce; Robert Lester, Aviation Committee Kansas City Chamber of Commerce; Mayor John B. Gage, Mayor of Kansas City; Sigmund Stern, Stern Brothers, Kansas City; Judge William E. Kemp, City Counselor, Kansas City; Hostess Margaret Clarke; Mr. Mason, Acting Mayor, City of St. Louis; Webster W. Tounley, Vice-President Kansas City Chamber of Commerce; Lowell Kniepmeyer, Vice-President Kansas City Chamber of Commerce; J. J. Riek, Union National Bank, Kansas City; Forsha Russell, Sales Manager, Russell Brokerage Company, Kansas City. On the steps, Milton W. McGreevy, Aviation Committee, Kansas City Chamber of Commerce; John A. Prescott, Vice-President Kansas City Chamber of Commerce; Frances E. Ice, Hostess, and W. B. Schneider, Sr., Vice-President Kansas City Chamber of Commerce.



—TWA NEWS PHOTO

Griff Williams, genial maestro of the Continental Room of the Stevens Hotel, was awarded his "wings" as the favorite bandleader of the airways by this Chicago group of TWA air hostesses. Seated with Griff are Rhoda Young and Alice Dorsey, who is pinning on his wings while (left to right) Meg Cornick, Francis Murphy, Margaret Stuecken and Mary Murphy look on. The hostesses chose Williams as their favorite after a vote of the favorite bands tuned in while in flight and heard over the individual radios provided on all TWA luxury Douglas planes.

## TWA ALL-STARS



—PHOTO BY WHITMER

NEWT LIEURANCE  
K. C. Meteorologist



—PHOTO BY WHITMER

JOHNNY WOODS  
N. Y. Reservations Manager



Bill McGrath, TWA Eastern Regional Manager (right), was guest instead of host on a recent courtesy flight—the occasion being an Agent's trip on a Pan American Clipper from New York to Washington. With McGrath is J. J. Mariner, vice-president of Thos. Cook & Son.



—PHOTO BY ANKERS

The nation's capitol building in Washington, D. C., now has an air desk, jointly sponsored by TWA and other major airlines. The air desk is located in one of the main corridors of the Capitol and will provide a new service to the many government leaders who fly frequently. In the picture is Charles O. Brahler, who is in charge of the air desk.

# ie Along TWA's Coast-to-Coast Route



—TWA NEWS PHOTO

One of the scores of nationally known leaders from many industries who accompanied a "Stratoliner" plane on its transcontinental "dress rehearsal" flights was Charles Rochester, manager of the Lexington Hotel, New York. Rochester's smile is typical of all who were pleased by the service and comfort received aboard the new plane. Hostesses who flew from New York on one leg of the trip included Margaret Clark, Ida Stagers and Frances Ice, shown here with Rochester.



—TWA NEWS PHOTO

Thrilling scenic views will parade before the eyes of "Stratoliner" passengers this summer as the huge TWA planes fly at high altitudes across the country. In this picture the "Stratoliner" is directly above the mighty Boulder Dam.



—OAKLAND TRIBUNE PHOTO

It would be interesting to say, "Hello, Tom," or "Hello, Mr. Wilson," to the men shown above, because in either or both cases they would answer you promptly. In fact, if you wanted to insert their middle initial, "B," they still would answer. They are both named Tom B. Wilson and left is Mr. Wilson, who is Hong Kong manager of the American-President Lines, and at right is Mr. Wilson, who is chairman of the board of directors of TWA. They have been receiving each other's mail for nearly 20 years because both were connected with steamship companies at one time. This Oakland Tribune photo was made in flight on a "Stratoliner" dress rehearsal flight to San Francisco.



—TWA NEWS PHOTO

E. A. Cudahy, Jr., president of Cudahy Packing Company, is shown as he boarded a TWA Sky-club plane recently for Washington. Mr. Cudahy went to the nation's capital on business.



Secretaries of new district traffic managers at Fort Wayne, Boston, Harrisburg and Cincinnati became students before taking up their new duties last month. The quartet that flew to Kansas City for training included, left to right, Jean Meier, Fort Wayne; Lillian Bayless, Boston; Eleanor Belle, Harrisburg, and Melba Schulze, Cincinnati.



—TWA NEWS PHOTO

Members of the graduating class of Mooseheart wore gardenias especially flown from California, the gift of the California Order of the Moose. On hand to receive the flowers from TWA Hostess Ruth Locke on the Sky Master were (left to right, front) Esther Friday, Bakersfield, Cal.; Mrs. W. J. Leinweber, Darthulia Meeks, Jacksonville, Fla.; Vivian Maines, Phillipsburg, Pa., and Robert Shippee of Los Angeles and president of the California State Moose association, and (rear, left to right) J. Edward Keating, of the Legislative Council of Los Angeles, Cal., and Bert W. Johnson, Supreme Governor of the Loyal Order of Moose.



—TWA NEWS PHOTO

Bill Barbee (right), president of the Long Beach, Cal., Junior Chamber of Commerce found another supporter of his chamber's claim for the national award for outstanding achievement in furthering aviation during the year, in Frank Collins, president of the aviation committee of the Chicago Junior Association of Commerce. Mr. Collins was on hand to welcome Barbee when he arrived in Chicago aboard the TWA Sky Master enroute to Washington, D. C., to the United States Junior Chamber of Commerce convention.



—PHOTO BY WHITMER

There's only one thing to do when you're a vacationing TWAer and you have some enforced waits along the line—that's to smile. Margaret Heiler, left, of K. C. Revenue Accounting and Marguerite Hugo, K. C. Switchboard Operator, do just that in this photo snapped at Albuquerque.

## Baron Appointed System News Head

Leo Baron, New York News Bureau manager for the past year, has been appointed System News Bureau manager for TWA, replacing Theon Wright, whose appointment as Director of Public Relations and Publicity by the Board of Directors was announced in the last issue of the Skyliner.

Officials also announced that R. I. (Robby) Robinson, New York traffic representative for TWA, will become New York news bureau manager replacing Baron. Robinson, widely known in New York, has been connected with TWA since 1933. He is a graduate of New York university and studied at the Guggenheim School of Aeronautics.

Virgil Cory, feature writer for the airline during the past year, has been appointed assistant system news bureau manager in the expansion program. Pacific Coast and Chicago divisions of the news department will continue under the direction of Clancy Dayhoff at Los Angeles and Bill Westlake at Chicago.

Baron is a native of Springfield, Mo., and was associated with newspapers in the middle west and the United Press in Los Angeles and San Francisco before joining TWA last August as New York news bureau manager.

## Meteorologists Hold K. C. Meeting

The Kansas City Seminar of the American Meteorological Society was host to the Summer Meeting of the national group, June 13-15, with Edward J. Minser, TWA Chief Meteorologist, in charge.

Sessions of the Summer Meeting, which were held at the University of Kansas City, attracted members from all sections of the country.

Francis W. Reichelderfer, Chief, U. S. Weather Bureau, is president of the American Meteorological Society and was an honored guest at the three-day meeting.

## Elect Midgley Trade Director

David E. Midgley of the New York foreign and agency department, has been elected a director of the Young Men's Board of Trade, the New York equivalent of the junior chamber of commerce.

The only airline representative to hold the office, Midgley was selected for a place



on the directorate which is composed of some of Manhattan's most influential young business and professional men. According to the nominating committee, he was chosen because of

**MIDGLEY** "the work, interest and personal initiative you have displayed in board activities in the past."

Midgley joined TWA's foreign and agency department as a salesman 14 months ago after previous experience with the Cunard and Dollar Steamship Lines in New York. A native of Staten Island, he is 31 and unmarried.

## NEW EMPLOYEES

Name	Position	Location
Brink, Mildred Emelia	Telemeter Oper.	LS
Brown, Oscar Jesse	Pantry Man	NY
Luce, William E.	Jr. Clerk	PT
Macko, George J.	Reserv. Sales Rep.	PT
Quick, James Earl	Kitchen Boy	NY
Quinn, Paul Joseph	Jr. Clerk	PT
Bigelow, Edgar D.	"C" Apprentice	AQ
Henchcliffe, G. E.	"C" Apprentice	NY
Reid, Newton H.	Jr. Meteorologist	NY
Brandt, J. E.	"C" Apprentice	KC
Stanis, V. A.	"C" Apprentice	NY
Achoe, John P.	Cargo Handler	NY
LaPointe, Emil D.	Pantryman	NY
Loomis, Robert C.	Eng. Pilot & Proj. Eng.	KC
Oberkrom, W. A.	"C" Mechanic	KC
Pearson, Harris Chas.	Reserv. Sales Rep.	KC
Robinson, Marian J.	Air Hostess	KC
Jogers, M. Jean	Air Hostess	KC
Scottard, Barbara M.	Air Hostess	KC
Laaltnbach, Melvin V.	Res. Sales Rep.	LA
Jay, Irene	Statement Typist	KC
Jarfels, Ruth C.	Air Hostess	KC
Jarvis, Stanley	Pass. Agent	NK
Jayliss, Lillian	Clerk	BW
Janner, Edgar	Cargo Handler	NK
Javies, John Sherrard	"C" Apprentice	CO
Jooke, Theodore	Cargo Handler	CO
Jakes, Robert Charles	Jr. Clerk	NK
Jates, Anna Berdine	Comptometer Oper.	HX
Jelles, Eleanor G.	Stenographer	KC
Braisted, M. V.	"C" Apprentice	HX
Breitenstein, W. J.	Dup. Mach. Oper.	NY
Collier, Claire B.	First Officer	KC
Crutcher, R. L.	"C" Cleaner	KC
Harkins, Irvyl Levi	"C" Apprentice	AB
Hays, MacDonald H.	First Officer	KC
Lampkin, C. W.	"B" Mechanic	KC
Meier, Jean	Stenographer	FW
Pinel, Rene Charles	First Officer	NY
Poellot, Clell DeVon	Jr. Clerk	PT
Posner, P. M.	"C" Apprentice	NY
Ragan, John C.	"C" Clerk	KC
Relyea, Stewart Lindsay	Porter	CO
Robbins, Helen Kathryn	Stenographer	ID
Runkle, Billy Boyd	"C" Apprentice	DA
Scharfenberg, Harold	"C" Apprentice	ID
Schulz, Melba L.	Stenographer	CC
Shelton, Thaymon R.	Baggage Handler	AB
Sommerville, K. J.	"C" Mechanic	KC
Wright, Frank Holden	Reserv. Sales Rep.	CG
Hause, Sally L.	Stenographer	PG
Maul, Clare Mae	Telephone Oper.	NY
Bayliss, Lillian	Clerk	BW
Forbes, D. R.	"C" Cleaner	CG
Lines, Eloise	Switchboard Operator	KC
Buchanan, Ruth	Switchboard Operator	KC
King, Frederick W.	Reserv. Sales Rep.	KC
Kipfer, Victor L.	Porter	NY
Kistler, C. W.	"C" Cleaner	BU
Nugent, W. J.	"C" Apprentice	KC
Reinecker, F. A.	"C" Apprentice	PT
Spiegel, John E.	Reserv. Sales Rep.	PT
Williams, L. R.	"B" Mechanic	KC
Matthews, Marjorie H.	Key Punch Oper.	KC
Worthman, Fred H.	Clerk	KC
Jones, Leo D.	Acting Sales Mgr.	KC
Barton, J. L.	Watchman	NY
Wright, G. C.	"C" Apprentice	NY
Restchack, John	Pantry Man	NY
Austin, W. H.	"B" Apprentice	KC
Barney, Ellen Marie	Stu. Air Hostess	KC
Bathgate, Jessie L.	Air Hostess	KC
Bennett, Gladys L.	Air Hostess	KC
Bigelow, Mildred	Air Hostess	KC
DeLancey, J. F.	"C" Mechanic	KC
Gibbons, Phillip	Link Trainer Instr.	KC
Haywood, Evelyn L.	Air Hostess	KC
Johns, Alice May	Air Hostess	KC
Lockard, L. R.	"A" Apprentice	KC
Main, Alice L.	Air Hostess	KC
Michell, Elizabeth	Air Hostess	KC
McCall, Helen E.	Stenographer-Clerk	KC
Nichols, Elizabeth	Air Hostess	KC
Reed, Margaret V.	Air Hostess	KC
Rowell, Marjorie	Air Hostess	KC
Simpson, Ethel M.	Air Hostess	KC
Smith, Gertrude D.	Air Hostess	KC
Smith, Vivien Gay	Air Hostess	KC
Tolliver, Jeanne L.	Stenographer	KC
Welsh, Kathleen A.	Air Hostess	KC
Wenger, Pauline F.	Air Hostess	KC
Williams, Lucille	Air Hostess	KC
Ashley, J. H.	"B" Mechanic	KC
Baird, G. M.	"C" Apprentice	KC
Barnes, Helen L.	Clerk	KC
Bogner, John	"B" Mechanic	NY
Broderick, P. J.	"C" Apprentice	NY
Dash, Mabel	Pantry Girl	LG
Endicott, Wanda L.	Stenographer	KC
Fromm, Winfield E.	Radio Technician	KC
Funk, V. H.	"C" Mechanic	KC
Hazlett, Mary M.	Stenographer	PT
Hune, J. J.	"C" Mechanic	KC
Loschke, G. L.	"B" Apprentice	KC
Monahan, Harry	Janitor	NY
McDonald, D. F.	"C" Mechanic	NY
Nicholson, Ruth Chris.	Telephone Operator	KC
Posner, P. M.	"C" Mechanic	NY
Golden, Charles E.	"C" Apprentice	KC
Grade, Paul S.	First Officer	ID
Turner, A. Chester	Jr. Clerk	LG
Weeks, F. L.	"A" Radioman	NY
Sheldon, Edrie	Switchboard Operator	KC

## List Stock on Pacific Coast

Listing of stock of Transcontinental and Western Air, Inc., on the Los Angeles and San Francisco Stock Exchanges in addition to present listing on the New York Stock Exchange was announced in June by Jack Frye, president of the airline.

Frye said that the new service to stockholders was being put into effect on the Los Angeles and San Francisco Exchanges because of the growing importance of western financial markets.

The airline operates over a transcontinental route, from New York to California, and has a number of stockholders in the western section of the United States as well as in the east, Frye said.

These stockholders, he explained, will benefit by a longer market day because the Pacific Coast exchanges are open hours later than the New York Exchange.

## Baseball Stars Fly to Big Game

Five members of the New York Yankee baseball club flew by TWA from Philadelphia to St. Louis for the major league all-star game July 9. The group included Joe DiMaggio, Red Ruffing, Monte Pearson, Bill Dickey, Flash Gordon and Charley Keller.

Players and officials of organized baseball are using the airlines frequently because of time saved in jumping from city to city in the major league circuits. J. G. Taylor Spink, publisher of the official baseball paper, The Sporting News, has flown more than 10,000 miles in TWA planes this season on baseball business.

## Bowersock Award

(Cont. from Page 1, Col. 4)

000 circulation was won by Marque, financial writer formerly of Chicago and now of New York. Second place went to Douglas Ingells Dayton Daily News writer who covers commercial flying and military activities at Wright Field. Helen Waterhouse, one of two feminine writers to receive awards, placed third in the division representing the Akron Beacon-Journal.

Parrish, who won the magazine section of the contest, is editor of American Aviation magazine and also edits American Aviation Daily. He is one of the foremost writers of aviation in the world and is an expert on national aviation problems. Parrish won an honorable mention in the contest last year. Second place in the magazine section was awarded to William B. Courtney, aviation editor of Collier's Magazine, who has covered aviation stories in nearly every country in the world.

Dorothy Kaucher, prominent journalist, lecturer and free lance writer from San Jose State Teachers College, San Jose, California, was awarded third place in the magazine section. All winners will receive plaques and cash prizes.

On the board of judges were Thomas H. Beck, president of the Crowell Publishing Company, who acted as honorary chairman and declined to vote because of the entry of one of Collier's staff writers; W. W. Howes, assistant postmaster general; Col. Edgar S. Gorrrell, president of the Air Transport Association; Norman Chandler, publisher of the Los Angeles Times; and T. B. Wilson, chairman of the board of directors of TWA.

## TWA IN MINIATURE



—TWA NEWS PHOTO

Franklin McCormick and Sunda Love, two of WBBM listeners' favorites, flew to Pittsburgh recently to take their usual parts in the Wayne King broadcast. Miss Love is also leading lady in the radio serial, "Step Mother."



—TWA NEWS PHOTO

A St. Louis "rogue's gallery" of TWA pilots and hostesses in the office of Charles (Station Manager) Sessions is becoming quite famous these days and is creating wide interest among personnel. All photos are the "dime" variety and the gallery's motto is: "You don't know what you're missing if you're not posted in Session's hall."



—TWA NEWS PHOTO

Ben Davies, genial caretaker at TWA's Kansas City headquarters, celebrated his 25th wedding anniversary by showing Mrs. Davies the new "Stratoliners." Mrs. Davies was a June bride of 1915.



—TWA NEWS PHOTO

The distinguished Austrian cellist, Emanuel Feuermann (left), is shown here on his arrival in Chicago after a flight from Hollywood by TWA for a guest solo appearance at Ravinia Park. Feuermann carried his priceless Stradivarius, the "Last Cello," so named because it was the last instrument of its kind made by the great master craftsman. Feuermann was greeted by David Saldenberg, orchestra conductor, and Saldenberg's five-year-old son, Lawrence.

# Passenger Bouquets

(Editor's Note: Following are commendatory letters for personnel that were received from passengers during the past month).

## ASHLAND OIL AND REFINING COMPANY

Ashland, Ky.

Mr. V. P. Conroy,  
TWA, Kansas City, Mo.

Dear Mr. Conroy:

Thank you for your letter advising that you were having your accounting department forward me an adjustment draft in the amount of \$1.00 for transportation to LaGuardia Field.

I note that you are sorry because this refund was not paid at the time your Flight 19 was canceled on that date and in this connection I would like to compliment your Mr. Jack Hollywood upon the excellent and courteous manner in which he handled the procuring of train reservations for the passengers on this particular flight. The refunding of the limousine charge is just another example of the thoughtful service which your entire organization apparently prides themselves on giving the traveling public.

Very truly yours,  
D. H. Jenks, Jr.

F. R. LAZARUS & CO.  
Columbus, O.

Mr. Jack Frye,  
TWA,  
Kansas City, Mo.

Dear Mr. Frye:

I would like to commend the very excellent attention given to me a couple of days ago in New York by your Mr. Wood and by Mr. Swigart, when there was a mix-up in my reservations returning to Columbus. They were both just as kind and as appreciative as they could be, and I appreciate it very much.

Sincerely yours,  
Fred Lazarus, Jr.

CHASE BRASS & COPPER CO.  
New York.

Mr. V. P. Conroy,  
TWA,  
Kansas City, Mo.

Dear Mr. Conroy:

Thanks for your courteous letter regarding my flight from Kansas City to New York.

This was not only my first flight by TWA but also the first on an airline, so that it was a thrilling experience for me. This experience was made a very pleasant one by the courtesy received from your Mr. Stanley B. Hamilton, passenger agent at Kansas City who went out of his way to make things agreeable at the airport, and also the hostess on the plane, Miss Emma B. Loos, who took care of all of us on the trip with most efficient hospitality. I assure you that when I take my next flight I should be glad to use your line if it covers my itinerary.

Yours very truly,  
John E. Lewis.



WINSLOW

We have acquired two new mechanics in the last few months. Mr. Heller from Kansas City, and Mr. Watt Smith from Amarillo. Both good boys and an asset to our station. Of course, old man Brown from Kansas City has been relieving the boys on their vacations. He has been doing a lot of exploring in these parts and has found among other things, an old Colt pistol, a deer antler and a badger. The badger had prospects of being a station mascot, but disappeared the second day. Mr. Brown has done a lot of clever Indian decorations and signs around the station.

Mr. Cox, chief radio operator, will have a wife when he comes back from his vacation this fall.

We are having an increasing number of transient ships through this station. One night we stored nineteen navy ships in our hangar. Another time, nine army ships landed for servicing and we got them out in forty-five minutes.

## Speed Records

(Cont. from Page 1, Col. 5)

The westbound flight reduced by one hour and 30 minutes the previous record of 15 hours and 39 minutes established by a TWA DC-2 in 1936.

The two "Stratoliners" made only one stop at Kansas City on each of the inaugural flights, but all Boeing schedules included regular stops at Chicago and Albuquerque after the first speed dashes.

First modern four-engine planes to go into service, the "Stratoliners" carried "first flight" enthusiasts from the motion picture, business and magazine worlds. Eastbound passengers included Tyrone Power, Alexander Korda, Paulette Goddard, Nancy Kelly, Brenda Joyce and other celebrities. Westbound passengers included Mrs. Clara Adams, famed woman "first flight" passenger who holds the round-the-world passenger flight record. A total of 15 passengers accompanied each flight.

The two inaugural planes also carried more than 100,000 "first flight" cachets for stamp collectors. Captains on the westbound flight were Otis Bryan from New York to Kansas City and M. O. Bowen from Kansas City to Burbank. W. G. Golien was captain of the eastbound plane from Burbank to Kansas City and Jack Zimmerman completed the run to New York.

The new "Stratoliner" schedules will add 1,994,538 seat miles per month to TWA's present schedules. Official takeoff ceremonies at New York were presided over by Miss Mary Steele, leading New York debutante, T. B. Wilson, chairman of the TWA board. Dock Commissioner John McKenzie, Major Elmer Hazlett, LaGuardia Field manager, and other dignitaries from the City of New York and from business and aviation industries.

At Los Angeles, Mayor Fletcher Bowron, J. I. Van Norman, president of the Los Angeles Chamber of Commerce, Paul E. Richter, executive vice-president of TWA, and other officials gave the eastbound flight its start. Mayor Fiorella LaGuardia welcomed the plane on its arrival in New York.



Captain Jack Zimmerman, who took over the controls of the eastbound "Stratoliner" inaugural flight from Captain W. G. Golien at Kansas City, was besieged by newsreel and newspaper cameramen at LaGuardia Field. Golien and Zimmerman and their crews set a scheduled transport record of 12 hours and 13 minutes on the flight.

## Stratoliner Preview

(Cont. from Page 1, Col. 1)

with a score of invited passengers in addition to the crew and technical experts, who rode as guests of the airline, putting the new equipment to the test of the ordinary passenger's viewpoint.

These passengers, picked from the newspaper, magazine and business world, were transported from New York to California over TWA's transcontinental route and were served meals and slept in the luxurious berths just as if they were on a scheduled flight.

The "dress rehearsal" flights, which began at 11 a. m. on Tuesday, June 25, at Kansas City, went to Los Angeles and San Francisco with full passenger loads and then to New York. After a brief stop at the airline's eastern terminus the "Stratoliner" returned to Los Angeles. The plane then returned to its base at Kansas City via San Diego, Phoenix and Albuquerque.

Thousands of interested people turned out to the airports to see the new plane as it carried out its "dress rehearsal" schedules. In many cities special plans were carried out to enable visitors to inspect the "Stratoliner's" interior.

The passenger lists on the flights read like a "Who's Who" of the newspaper, magazine, business and aviation industries. All of the famous passengers were highly pleased with their preview flights and unanimously agreed that the "Stratoliner" is outstanding for flying qualities and cabin comfort especially when the "altitude conditioning" system was in operation during high altitude flights at 16,000 to 21,000 feet.

## K. C. General Traffic

Now that the Passenger Relations Department is back in the General Traffic Office, Ed Tapper is again busy losing when matching for cokes.

Congratulations to Lee Williams, of Rates, Schedules & Research. Over the week end she became Mrs. E. M. Curtis. The wedding occurred at 8 p. m. at her home, Sunday, June 9. She's now back at work looking the typical lovely and happy June bride.

## First Passengers

Passengers aboard historic "Stratoliner" inaugural flights, July 8, included the following:

### EASTBOUND FLIGHT 8

Name	Address
Tyrone Power	20th Century Fox, Hollywood
Brenda Joyce	20th Century Fox, Hollywood
Nancy Kelly	20th Century Fox, Hollywood
Herman Wobber	20th Century Fox, Hollywood
Larry Ginsberg	20th Century Fox, Hollywood
Paulette Goddard	Paramount Studios, Hollywood
Alexander Korda	Alex. Korda Prods., Hollywood
Basil Bleck	Alex. Korda Prods., Hollywood
M. M. Krakeur	Grande Naison De Blang, L. A., Cal.
Prince Mike Romanoff	Sol Lesser Prods., Hollywood
Gene DeSaint Cyr	Sol Lesser Prods., Hollywood
Barney Briskin	Sol Lesser Prods., Hollywood
John Swape	Vogue Magazine, Hollywood
O. F. Collings	811 W. Seventh St., L. A., Cal.
Watson Webb	20th Century Fox, Hollywood

### WESTBOUND FLIGHT 7

Name	Address
E. L. Benway	Royal Canadian Flying Corps
Mrs. Samuel Zinman	Philadelphia
Mrs. S. C. Gillam	New York
Mrs. Clara Adams	New York
Mr. J. F. Hollingsworth	Central Hanover Bank, New York
Mrs. J. F. Hollingsworth	New York
Daniel Murphy	Smith Beverage Co., Philadelphia
Mr. Alton A. Brody	DeLuxe Laboratories, Los Angeles
Mr. Gradwell Sears	Vice-President, Warner Brothers, Los Angeles
Miss Patricia Sears	Los Angeles
Miss Irene Kittle	Managing Editor, Glamour Magazine, New York
Mr. Clair Maxwell	Business Manager, Life Magazine, New York
Mr. John Houseman	Mercury Theatre, New York

## SKYWAY SALLY—

Familiarization flights in the "Stratoliners" to ready themselves for service on the nation's newest and best planes have occupied the lime-light for TWA's hostesses during the past month.

Hostesses accompanied all flights of the Boeings throughout the proving and "dress rehearsal" periods and three hostesses were aboard each of the inaugural trips on July 8. Girls on the historic trips included Avis Peake, Mary Jayne Fuller, Florentine Stolzman, Frances Ice, Esther Benefiel, Olga Harbaugh, Judith Wendler, Louise McCagno, Ruth Arthur, Margaret Clark, Vera Logsdon and Vivian Stolfus.

Miss Olga Harbaugh, one of TWA's "half-million mile" hostesses' is going to be married in the fall to Tommy Daugherty, Kansas City dentist.

Miss Dorothy Burgmiller is resigning July 15, to marry First Officer Joseph P. Carr, who is based at Burbank.

Miss June Rothe, based in New York, is recovering from an appendicitis operation.

Misses Winnie Reynolds and Ruth McKelvey have been appointed student hostess instructors and are now based in Kansas City.

Miss Marie Sheryag went to Dallas recently to take care of a brother who had been injured in an automobile accident. When she returned she was wearing a beautiful star sapphire ring and plans for her marriage to a Dallasite had reached a definite stage.

On July 1, TWA had 131 air hostesses in service. Eight of the hostesses occupy executive or instructor positions while 123 fly regular schedules. Executive hostesses include Gladys Entreklin, chief hostess; Avis Peake, chief hostess of the western division, and Ida Staggers, chief hostess of the eastern division. Instructors include Esther Benefiel, Frances Ice, Vera Nethers, Elizabeth Smith and Clare Foley.

# TWA PLACES ORDERS FOR 15 NEW PLANES

## Douglas to Fill Order For DC-3's

An order for fifteen 24-passenger transport planes, costing more than \$1,500,000 has been placed with the Douglas Aircraft Company by Transcontinental and Western Air Inc., according to Jack Frye, president. Frye said that nine of the new 24-passenger, twin-engine planes are to be delivered by December 31, and that the remaining six are to follow by next spring.

The planes are a modernized version of the Douglas DC-3 21-passenger standard transport, with a longer passenger cabin and a seating capacity of 24.

Frye said TWA's rapid expansion during the past year and plans for the extension of present routes were the chief reasons for the order. Since January 1, he said, the airline's business has been more than 60 per cent better than the corresponding period during the previous year.

In addition to a large fleet of 21-passenger DC-3 planes and 14-passenger DC-2 equipment now being flown by TWA, the airline has just taken delivery of a fleet of five 33-passenger, four-engine Boeing "Stratoliners" at a cost of more than \$1,500,000 and will put them into service on July 8 over its transcontinental route.

"The 'Stratoliners' will be the first four-engine planes to be flown over a domestic air route and will be operated on our crack coast-to-coast 'Sky Chief' schedule, and on several trips daily between Kansas City, Chicago and New York," Frye said. "Our Douglas equipment, with the 15 new planes just ordered, will enable us to continue the expansion of our service sufficiently to meet the tremendous increase in air travel."

With the new Douglas planes, the airline will have a total fleet of 55 modern transports.

During the past year, TWA has made rapid strides toward increasing its scheduled service and at present has applications on file with the Civil Aeronautics Authority in Washington to provide connecting service from its transcontinental line to 34 additional cities.



—TWA NEWS PHOTO  
Presidents of the nation's major airlines were guests of Jack Frye at a luncheon in the sky over Kansas City during the semi-annual Air Transport Association meeting in late June. The group, shown here during a broadcast by Radio Station KMBC at the Municipal Airport, includes, left to right, Hostess Mary Jane Fuller; T. B. Wilson, chairman of the board of TWA; Hostess Frances Ice; Charles Rheinstrom, American Airlines; B. S. Heddens, vice-president, First National Bank of Kansas City, Mo.; Chester Smith, Kansas City Power and Light; Powell Groner, Kansas City; W. T. Grant, Kansas City; R. C. Kemper, Kansas City; Jack Frye, president, TWA; E. Bedell Munro, president, PCA; Neil Keehn, announcer; Mayor John B. Gage, Kansas City; Col. Edgar Gorrell, president, A.T.A.; City Manager L. P. Cookingham, Kansas City; Jack McLucas, Kansas City; T. E. Braniff, president, Braniff Airways; Capt. Eddie Rickenbacker, president, Eastern Airlines; Garrett Holland, Kansas City; C. J. Giblin, Kansas City; Bob Six, president, Continental Airlines; Fowler Barker, secretary, A.T.A.; I. B. Groves, Ford Motor Co., Kansas City; Jack Franklin, assistant to TWA president; W. A. Patterson, president, United Airlines; Hostess Lillian Beston; Hostess Avis Peake and Captain W. G. Gollen.

### Selling TWA

When C. E. McCollum, Philadelphia District Manager, sent congratulations to newly elected officers of the Quaker City's Rotary Club recently, he originated a clever "bombshell" letter that proved highly successful.

"Mac" pinned a TWA airplane lapel pin to the top of a letterhead and then drew a dotted red line down the paper to a drawing of an exploding bomb. In the center of the "explosion" he wrote, "Congratulations!" and signed the letter, "Rotarily yours, 'Mac' McCollum."

### SUPER SELLING

Captain Jack Wade of Kansas City turned in a job of super-selling during his recent period of becoming father of a daughter. He discovered that Dr. Buford A. Hamilton, who handled the case, had never flown. So Captain Wade bought the doctor a round trip TWA ticket to New York in exchange for the cost of the birth.



On the go: Major A. D. Smith, western division superintendent, has returned from executive duties in Washington, D. C. . . . C. F. Rhoades, chief mechanic, and Francis X. Shamrell, branch commissary clerk, were in Burbank on business . . . F. B. McLeod, station manager, attended an Operations Department Conference in Kansas City.

Miscellaneous: Dorothy Gibson, George Lusk and George Gibson, battling for TWA trounced a local team in a game of "Memory Baseball," a quiz program aired by a local radio station . . . Bob Adams is employed as a commissary clerk . . . Bob Hix, passenger agent, and his mother received their Bachelors degrees at the recent University of New Mexico commencement exercises.

Introducing: C. F. Rhoades, handsome chief mechanic, born in Dayton, Ohio, where he received his formal education. After finishing high school he overhauled all kinds of airplane engines in his father's shop . . . "Dusty" started working for TWA in Albuquerque nine years ago . . . Has over 150 hours flying time . . . Is married and the father of two girls . . . Spends much of his spare time fishing and hunting.

### 32,000 PARTS IN 307

There are 12,000 bolts in every Boeing "Stratoliner" plane, according to recent figures released by the Boeing factory in Seattle. The number of different parts per airplane total 32,000 and the number of square feet of engineering drawings used in the Boeing 307 project total 15,000 square feet. Total blueprints used in the project total 390,000 square feet.

### LONG BEACH

Greetings from one of the newest of the TWA offices. We may be slightly off-line here, but we really are going places. Manager Mark McAllen is keeping quite busy trying to cover all his large territory and still find time to stay in the office once in a while to make up his reports and relieve yours truly semi-annually for a Saturday off.

We have just finished a very successful "Wings Over the Nation" celebration sponsored by the local Junior Chamber of Commerce. Our own Vivian Stolfus was the most charming and went over the best of the five airline hostesses present for the 4-day event. Too bad TWA is losing Viv to Dan Cupid, but that is the way of true-love.

Our visitors list so far is blank, but youse gals and guys drop in and see us when vacationing out here in Southern California. Long Beach has the mosta of the besta in the way of beaches and amusements.

Dale Ecton

## Movies Use Air Travel Frequently

Hollywood's motion picture industry is doing more than any other group in increasing airline passenger schedules coast to coast, now extremely important as a national defense measure, it is disclosed in a survey of air travel announced by Art Stewart, western traffic manager of TWA.

In the last 12 months motion picture workers — stars, producers, writers and technical men — have led all other professions by purchasing nearly \$1,500,000 worth of seat space on TWA transcontinental liners, the air line executive said.

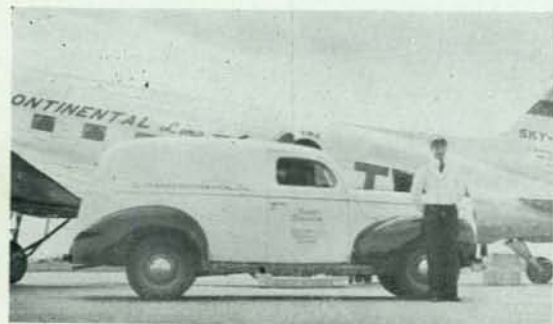
"The importance of this travel to national defense is tremendous when it is realized that the maintenance of a 24-hour airline geared to transport thousands of troops coast to coast overnight is as important to national security as fleets of Army and Navy combat airplanes," Stewart said. "And without this airline support from the motion picture industry our airline could not operate economically west of Kansas City."

The movie industry has accounted for 34 percent of the air business over the eight TWA coast to coast schedules flying in and out of Los Angeles. Men and women in business and professional life are the second heaviest users of air travel, by using 31 percent of skyliner space.

It is not unusual for a movie actor or actress to board the TWA Sky Chief Friday night at 6 p. m., arrive in New York the next morning for a weekend of shopping and play-attending, then return Sunday night with arrival in Los Angeles Monday morning in time to report to the studio at 9 a. m.

Group percentages in the TWA tabulation secured by Stewart were as follows:

Movie Industry	34%
Business, Professional groups	31%
Vacation Travelers	15%
Government Employees	9%
Army and Navy Personnel	8%
Students	3%
	100%



—TWA NEWS PHOTO  
The Chicago Commissary, under the direction of Kay Hofmaster, is plugging for top honors on the system not only in food served but the delivery of it. Myron Junk is shown proudly standing beside the new TWA Ford panel truck that scoots up to the planes with these delectable hot dinners and cool, appetizing in-between snacks.



—PHOTO BY TRUXAL  
Pittsburgh TWAers are willing to match pulchritude of their employees and wives with any station on the system. Here's a typical group, shown during a recent picnic. Any station that can top this group for looks is requested to send in a photo.