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KEEPING THE WINGS OF TRAFFIC MOVING

A little French boy once wanted to know on the streets of Paris, "How is the circulation in New York?" The "circulation" was puzzling. Of course he meant the traffic.

Although it sounds queerish on the face of it, actually it is a bit of direct translation which makes an excellent descriptive term for the purpose. The word "circulation" somehow seems to denote quite concretely the movement of persons through certain definite channels. In other words, people circulating on foot, in automobiles, in trains and in airplanes: that is what traffic means at this day and date. And traffic work, it seems, is any phase of the business of keeping them circulating with as few hitches as possible.

Until the last year or two, there was no such thing in this country as organized airplane transportation, hence traffic work in aviation is a comparatively new development. It is impossible to determine exactly how many persons today are engaged in some form of air traffic work, or to determine exactly what proportion of them are women without making a thorough survey of the situation. However, unquestionably there are many women along the various air lines in the country who are engaged in this interesting and constantly expanding phase of aeronautics.

There seems to be no end to the variety of duties which may be lumped under the term "traffic work". Anything from telling someone on the telephone how much it costs to fly from Columbus to San Francisco and what they will have for luncheon aloft, selling tickets over the counter, to planning schedules, making international contacts, determining the general character of the service, and organizing its personnel, seems to fall under the head of traffic work. Planning for business, carrying through business in large and in detail, and working up business: those seem to be the three main stages of the work, and women have some part in all three of them.

(MORE)

As traffic representative of the Universal Air Lines at St. Louis, Zora Koritnik, a graduate of the University of Missouri, holds an important key executive position.

Air transport promotion among women by women has been a recent development whose results have more than justified its introduction into the scheme of things. Amelia Earhart, who recently made a woman's speed record in her white Lockheed, is assistant to the general traffic manager of Transcontinental Air Transport. Her chief duties consist in advising women about air travel and explaining its advantages. She visits various terminal points of TAT from time to time and makes suggestions about accommodating women passengers comfortably. Margaret Bartlett has been employed to do contact work for the TAT traffic department at San Francisco among women's clubs in that section of the country.

Assistant division superintendent in charge of operations is the title carried by Mildred Johnson, who is stationed at the Albany airport of Canadian Colonial Air Lines, and it means all of that. Miss Johnson checks on the arrival and departure of the planes at this terminal, and when the division superintendent is away, she is in complete charge of all operations. Incidentally, Miss Johnson is a member of the New York state board of Phi Beta Kappa.

Stationed at Oklahoma City on the Braniff Division of Universal Air Lines, are Evelyn Turner and Gertrude Slaton, both twenty-three years old. Miss Turner started out in aviation as a switchboard operator and Miss Slaton, as an airport stenographer. Being interested in problems and schedules of the line, they memorized all schedules of their own and those of other air line units. People called up from miles away for definite information and got it without having to wait a split second for it. Six months ago, they were both assigned to contact work, and, seeing an untouched field in interesting women, they concentrated on that phase of it. On their first day they sold tickets to 13 women and for the month of July, division officials reported a fifty percent increase in business.

As manager of the consolidated air ticket office in New York, Mrs. Estelle Diaz has established a reputation for courteous attention as well as an excellent record of ticket sales. Melba Nunn, of North Carolina, is associate to the Eastern traffic representa-

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tive for Universal with offices in New York.

Mrs. Mary C. Alexander of Lynchburg, Virginia, recently accepted a position in the traffic department of Pan American Airways at Miami, Fla. and has already assumed her new responsibilities. Mrs. Alexander held an automobile distributorship in the south for seven years. She holds a private pilot's license and is definitely committed to aviation as the most interesting vocation open to women today.

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Pilot's License Notes

The newest private pilot on our list is Anne Nichols, Kentucky's first woman pilot. She took her instruction in the Curtiss-Wright Flying Service school at Louisville and is continuing on with her work toward her limited commercial license.

There are now 11 transports, 14 L.C.'s and 102 private pilots, or a total of 127. Our count on the private pilots has been one shy all along, we understand -- thanks to a check-up from a gentleman of the press. The discrepancy in the number of L.C.'s which were listed as 15 last week is due to the fact that in adding the name of the newest transport pilot, a cipher was knocked off the total of total private pilots rather than off the total of L.C.'s which would have left the L.C.'s at 14 even with the recent recruit to their ranks.

The aviation section of the New York World for Sunday, December 22nd, contains a very complete list of licensed women pilots, listed according to the type of license they hold and classified also by states, as well as a picture of the meeting of the 97 Club held on December 14th in New York.

A Fledgling Distinguishes Herself.

With only 4 hours and 40 minutes of dual instruction and a 15 minute check hop, Katherine Rosen, a student at Curtiss Field, Valley Stream, L.I., soloed on December 15th. It takes most people about ten hours of dual instruction and some longer than that to convince their instructor that they are entirely ready "to take a ship up alone".

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