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### WOMEN AND AVIATION

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#### They Know What They're Talking About

If you have ever bought a collar button, or a dress, or a house and lot, you know that you probably bought them because the person who sold you them, by his knowledge of the particular commodity, convinced you that they were the best possible collar button, dress or house and lot that you could buy. In other words you felt that this person knew what you wanted and knew exactly what he was selling you.

And so it is with buying and selling in aviation as well as in other fields. Suppose a "hot prospect" for a flying course walks into an aviation salesroom. Suppose this prospect happens to be a woman. Who other than a woman graduate of the same course is better fitted to outline to her what the course covers and exactly what it will cost?

But why couldn't a man who graduated from the same course tell her all that? He could -- but not from the woman's point of view. And suppose the prospect should ask, as she more than likely would, "Exactly what will I need in the way of a flying outfit? In other words, what kind of shoes, helmet, and suit are the most practical, comfortable, economical and most becoming for the purpose in hand?"

A mere man would be left floundering somewhere between a "Well, I know what I find most practical for flying," and a "I'll introduce you to a woman pilot and she will give you all the dope on those matters." A woman placed in the same position would have an assorted collection of answers based on her own experience and that of her woman friends at the tip of her tongue.

But does it work out that way in practice? In other words, are women actually selling flying courses? Complete statistics are not available on the subject. Even the few facts that are known, however, show that they are successful in the sale of courses in flying instruction.

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Six women students signed up for the flying course conducted by Louise Thaden at the Penn School of Aviation in Pittsburgh almost immediately after the course was inaugurated. Who sold them on the idea of learning to fly? Louise Thaden herself, transport pilot, winner of the first Woman's Air Derby, of course.

Fay Gillis, private pilot, first saleswoman for Curtiss-Wright Flying Service, and second woman Caterpillar, was asked, "Did you sell any flying courses today?" She replied, "Yes, a girl is coming in this afternoon to sign up for a private pilot's course." "How about yesterday?" "Yesterday I sold a limited commercial course to a man. But, naturally, I don't sell a course every day, or even every week. Sometimes business is good, sometimes not so good."

Betty Huyler, L.C. pilot, who spends most of her time selling Gipsy Moths, recently sold a limited commercial pilot's course to a man. Jean La Rene, transport pilot, at the Curtiss-Wright Indianapolis base, and Madeleine B. Kelly at the Los Angeles base, are selling flying courses to women in those cities.

In Boston, Lorraine Defren, who would be a pilot long since if her flying lessons had not been held up by illness, has sold several flying courses. Esther Vance, L.C. pilot of Great Falls, Montana, and Phyllis M. Goddard, private pilot of Palo Alto, California, who help their husbands run flying schools, undoubtedly devote some of their energies to the sale of flying courses. And Phoebe Omlie, first woman transport, who has been operating a flying school together with her husband near Memphis, Tennessee, has probably sold many a flying course as well as the idea of learning to fly, to hundreds of persons, particularly women, all over the United States, because of her own tremendous pluck and ability as a pilot. The same thing could also be said of Gladys O'Donnell, who during the first five days at the National Air Races, outflew all other contestants, man or woman, from a standpoint of speed. She and her husband have a flying school at Long Beach, California.

This does not pretend to be an all-inclusive list of all women who are engaged in selling flying courses. It only attempts to give a general idea of the number of women involved in this phase of aviation and the kind of job they are doing.

Editor's Note: We would be so glad to have the names of women who are selling or have sold flying courses, planes, or accessories, as well as an account of their work along these lines.

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Doctor, Lawyer, Merchant, Chief

A checkup of the 54 women students who have registered for ground school courses at the Curtiss-Wright Flying Service ground school in New York City, since the courses for women were inaugurated on September 16, reveals a wide variety in the sort of thing they spend their time doing when they are not learning about how and why airplanes fly. Eighteen different occupations are represented among them.

There are artists and lawyers, telegraph operators and advertising copy writers. There are two airplane saleswomen, three students and twenty secretaries. There are two housewives, a dramatics teacher, a department store worker, an accountant, a librarian, and a teacher of physical education. There is a waitress, who, incidentally, is also taking flying instruction and will be ready to solo within a short time. She gets off at three o'clock from the restaurant where she works and then goes out to the field for her flying lessons. Twice a week, in the evening, she attends ground school.

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Pilot's License Notes

From a couple to a round dozen, is the ratio of increase in women transport pilots within twelve months. Blanche Wilcox Noyes, a prize winner in the first woman's air derby, is the most recent transport pilot. She took her license tests in the same Travelair Speedwing which she flew in the derby. Mrs. Noyes has been flying just a few months longer than a year.

Anna Ward, of Florham Park, New Jersey, won her private pilot's license in December. Wings won, she lost no time in joining the 99 Club. Another new pilot is Helen Huntley, of Davenport, Iowa, her state's third woman pilot and holder of private pilot's license No. 10,910. The total number of licensed women pilots is now 130.

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