

Who Flies and Why

By ANDREW R. BOONE

SEVERAL months ago an American salesman flew with a troubled mind from Paris to London. He was unable to conquer his fright while in the air, he confessed recently, and for several months refused to depart this world for a journey into the "unknown." Nor had his wife flown. His timidity, to phrase it mildly, had been passed on to her. Timidity coupled with an expressed wish on his part that she should not fly.

Now flying from Paris to London, aside from the scenery, does not differ materially from a flight of the same distance in the United States. Here you enter a thoroughly trustworthy airplane, fly behind a pilot whose abilities, training and experience have been found by the responsible operating company and the United States Government to be more than adequate—and away you go, secure in the knowledge that you will pursue a pleasant course and arrive safely at your destination.

"But"—it seems so often there is a but—said the salesman, "on the very day I take an air trip, on that very day some disaster will befall the plane. I'll keep not one, but both feet on the ground."

Eventually, however, the salesman went with his wife one night to an airport near Los Angeles, still very much afraid of the air. Out for an evening's automobile ride through the maze of Los Angeles' condensed traffic, *safe on the ground*. The ensuing details are of little consequence. Suffice it to say that a friend induced the couple to go aloft in a sight-seeing plane over and around Los Angeles, *to fly at night*. Their reaction was immediate and unanimous. Both became so interested in the lighted panorama spread out below that neither uttered a word nor exhibited a sign of nervousness. It was too late for them to change their minds after landing. In the air they became converts and later dared not reverse their opinions of flying.

Theirs was only one of many like incidents. Seldom do people become converts to air travel during night flights, for night flying by the regular lines is an exception rather than the rule, although in western United States we are doing more and more night flying, and the public likes it. More of that later, however.

The point I started to make is this: People are beginning to fly not alone because of the economy of time and money, but also because it actually is a pleasant and comfortable way to travel. Unfortunately we cannot always take safety for granted, solely because the uninformed individual continues to think that the air is an unknown quantity, that behind clouds lurk dangers, that he should not venture into the unknown.

As the numbers of those who travel by air increase, in a measure the type of individual changes. You cannot put your finger on a definite class and say, "that class flies, that group does not." The line of demarcation is not so sharply defined, yet there are definite observable trends. The potential traveler to whom time saving is of primary interest in moving from one place to another often is kept out of transport airplanes because he feels he has a larger obligation to his family (which he meets by travel-

ing in surface vehicles) than to his firm or his client, which he might fulfill by flying.

More and more, flying is becoming a "poor man's routine" of transportation. Lower fares are not the sole underlying reason. There also is a strong psychological explanation. The individual with an income of \$100 or more daily considers himself of such great importance to his family that he dare not fly, but the person who earns \$10 daily thinks less of those other obligations and accepts air transportation at its true worth and on the basis of its safety record.

As a generalization the more poorly paid individual faces more physical risks in his occupation than does the well-paid professional man or the executive; more hazardous risks than even the most pessimistic expect to find in flying. For that reason the transport companies will find their first extensive market in paying passengers among those who are not burdened with large incomes. I believe the reason is obvious.

Man must conquer his fear through education before he will venture in large numbers into the air. The more quickly we direct the light of understanding into the dark corners of aviation, the more rapidly will the rank and file utilize the airlines.

"We have many regular patrons," one aviation traffic manager told me, "some of whom travel from seaboard to seaboard thinking as little of airplane travel as their fathers thought of walking. It is not unnatural that some should hesitate. Only recently people feared to travel by ocean and at the outset trains were described in pulpits as agents of the devil. As the individual overcomes his fear of the air, air travel becomes for him a matter of convenience. The public are not fools and those concerned with aviation who would try to hide pertinent facts commit a grievous blun-



Courtesy Eastern Air Transport

Club car interior of a new passenger plane

der. People will learn rapidly, if permitted to do so, that air transportation is as much an established means of transportation as are others, and even more pleasant."

I have noted since the "tourist crop" commenced to fly that they discriminate not as to the plane and the pilot, but as to the operating company. They cannot know whether the pilot is competent and the plane is in a proper condition to fly, but they can learn of the company's reputation and place their reliance in it. Here, then, commercial air transportation is bigger than the individual pilot. So with railroads. Does any one ask whether an engineer is competent to handle the throttle and move his load safely across the continent?

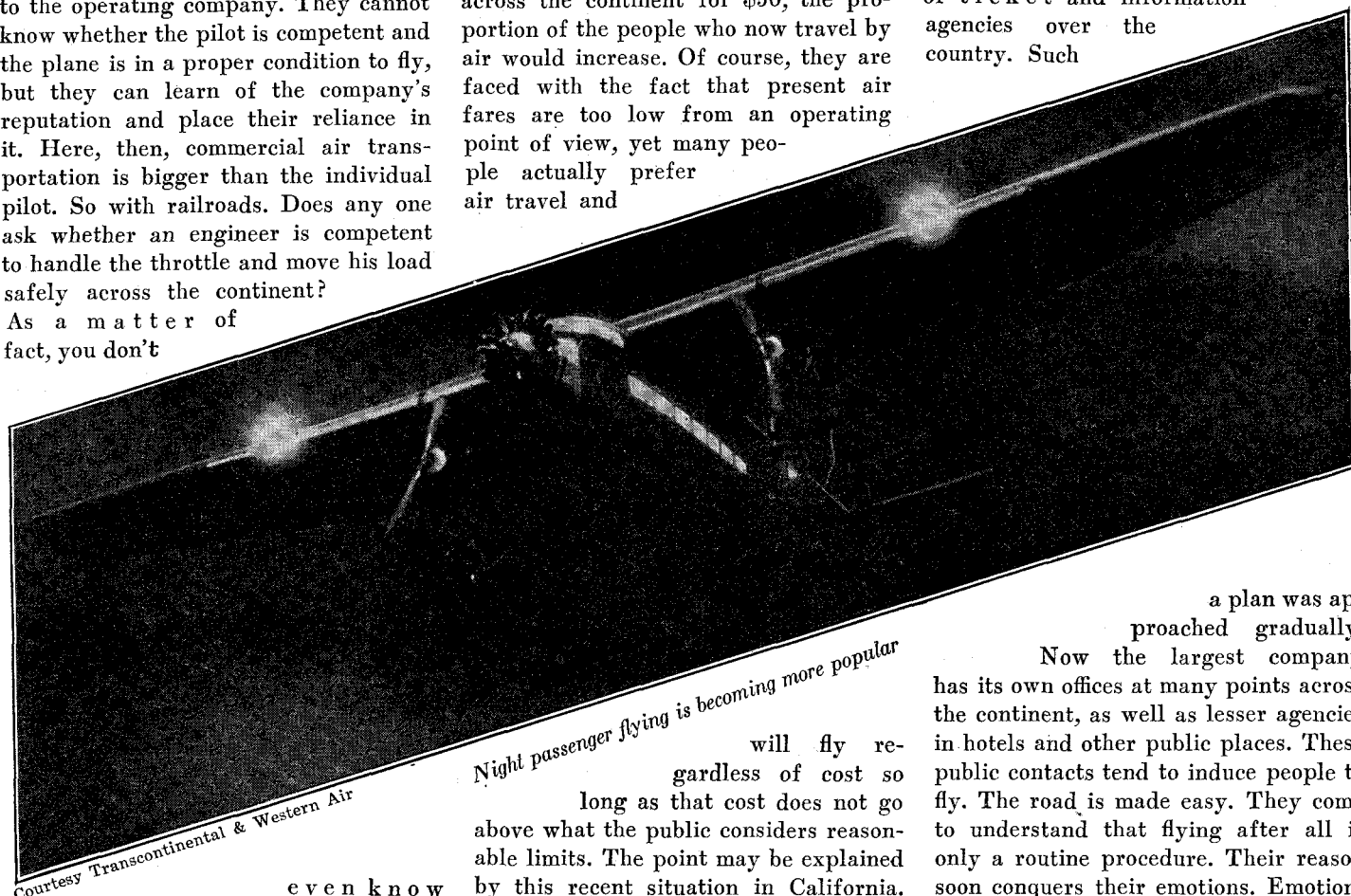
As a matter of fact, you don't

who otherwise would fly will continue riding the trains until air fares compete seriously with surface fares.

In fact, the simple economics of the situation force many to go the cheapest way, even though that way be uncomfortable and slow. If transport companies could carry passengers today across the continent for \$50, the proportion of the people who now travel by air would increase. Of course, they are faced with the fact that present air fares are too low from an operating point of view, yet many people actually prefer air travel and

Air, Inc., people can have for the asking information regarding not only their schedules but also they can learn where and how they can go by air, even to the remotest corners of the nation.

All companies started in a comparatively small way. It was not practicable at the outset to establish great systems of ticket and information agencies over the country. Such



Courtesy Transcontinental & Western Air

Night passenger flying is becoming more popular

will fly regardless of cost so long as that cost does not go above what the public considers reasonable limits. The point may be explained by this recent situation in California. For a short time railroad and steamship lines offered special round-trip excursion fares of \$10 between Los Angeles and San Francisco, a trip that normally costs about \$22 plus pullman. That low fare apparently did not affect aviation business between the same points; people in a hurry will travel by air because trains and steamers cannot be speed competitors.

But who's traveling by air? As I pointed out earlier, business men to a limited extent use the air liners, and tourists' business has shown a decided increase. The tourist increase has come about because of two principal facts. Not only have fares been reduced drastically in the last year, but also information concerning air facilities and routes has been broadcast widely. The spreading of information has followed the increase in the network of lines over the country. For instance, at any of the offices of Transcontinental and Western

a plan was approached gradually.

Now the largest company has its own offices at many points across the continent, as well as lesser agencies in hotels and other public places. These public contacts tend to induce people to fly. The road is made easy. They come to understand that flying after all is only a routine procedure. Their reason soon conquers their emotions. Emotionally, the problem goes back to the well-known fear of the unknown. After the first flight, however, most people prefer flying to other transportation means.

Fundamentally, it is not the type that changes but the circumstances that broaden the usefulness of aviation. Some human beings take to anything new. Old people take a sensible view of flying. They have lived long enough to see railroads, telephones and radio come into widespread usage. They consider aviation merely another scientific advance, and then promptly adopt it. They see airplanes go by as regular transports and get into them without fear. Certainly theirs is a reasonable attitude. One company has been carrying passengers relatively long distances during the last four years and *not one passenger has been injured*. Should that not be argument sufficiently potent to meet the arguments of those who say flying is dangerous?

even know whether the cab contains an engineer when you start on a rail journey. You know the railroad company will determine the presence and competency of the engineer. So it should be—and is—with aviation.

Along with the "institutionalizing" of the pilot, as the public forget Bill Jones and remember "United States Air Express," they begin to display a willingness to pay a higher rate to that company which they know is properly financed and properly operated. The ill-financed and ill-operated company, the public quickly sees, cannot be trusted to fly equipment that assuredly will function without fail.

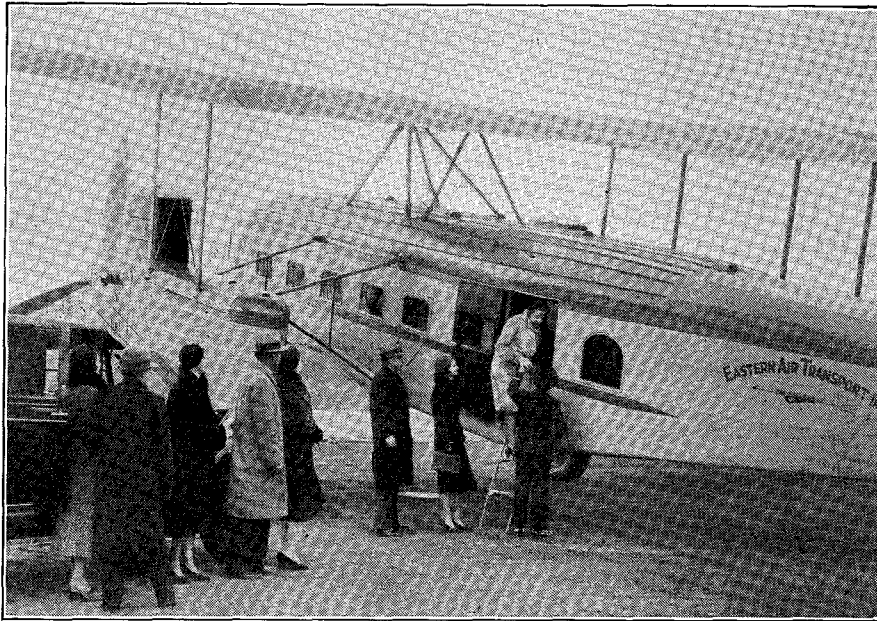
My reference to higher fares should not be considered too broadly. It follows that as the companies reduce fares they enlarge their clientele. They may operate the finest, most luxurious, fastest and safest airplanes in the world, but people

"Yes, I know, but the day I go somebody will get hurt."

How many times do you hear that?

You can't beat old man statistics. He shows that on the regular transport lines there actually is no more hazard than walking. In 1930 transport planes on regular runs flew over 33,800,000 miles, safely. As far as thrills are concerned, flying really is a disappointment in that the thrills just don't come. Scenically one can be thrilled every time he leaves the ground, but physically the anticipated sensations are prominent by their absence. A system that sees planes fly 90,000 miles on schedule every day, carrying passengers, mail and express, cannot exist on thrills. One-half of this great total is accomplished during hours of darkness. The mileage being flown over airways totals nearly 26,000 miles in length and approximately 1,600 established airports are in daily use, with an additional 1,400 planned for early development. As Congressman Laurence H. Watres said recently:

"Transportation always has been and always will be indispensable to industry and commerce. The latter has progressed in direct proportion to development of improvements in the former. Air transportation offers a medium of movement unequalled in speed or directness of route by any existing or known transport system; it is gradually proving itself to be amenable to the age-old law of economics; design and development of aircraft, of ground facilities, instruments, equipment, etc., are rapidly removing any peculiar hazards, thus extending the sphere of usefulness and increasing safety and reliability."



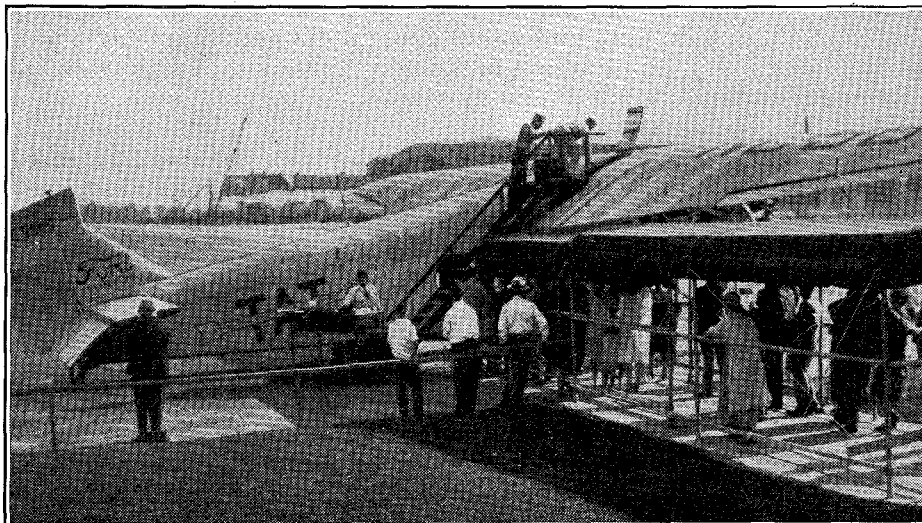
Courtesy Eastern Air Transport

When women fly, men will go, too

Many passengers expect sensations of rushing in the air. They may go two miles a minute and still not experience a feeling of great motion. This may sound bromidic but it is one of the first objections of the newcomer to the air. The scenic possibilities of night flying offer great returns in pleasure. Many passengers prefer to fly into Los Angeles from San Francisco on the night plane on account of the marvelous view. In fact, no passenger in the West has voiced any objections to night travel, and the public has shown a preference for late day and early night schedules. In a relatively short time air transport companies will be flying passenger schedules around the clock. It is only a lack of facilities that prevents all-night flying being conducted now. At least one company carries people as late as mid-

controlling the plane in the dark, but the routine continues as during the day. It is true that pilots cannot see approaching clouds and storms at night as easily as under the sun's light. For that reason it becomes more difficult to fly at night during bad weather. On the other hand, transport companies do not make a practice of flying in weather that offers hazards.

What is the public's interest in these precautions? They have learned already that failures of material contribute in only a small measure to airplane accidents. The Department of Commerce has drawn up a standard of minimum requirements to provide for the present increased growth and expansion of passenger air transportation. These requirements, prepared with the cooperation of the air transport organizations, include complete radio equipment to insure two-way communication between planes in flight and stations on the ground and adequate ground organizations for the proper handling, maintenance and operation of aircraft. This undoubtedly will prove to be a forward step in the orderly prog-



Courtesy Transcontinental and Western Air

Space for baggage is provided in the wings

*(Please Turn to
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▶▶ Russia as a Business Rival ◀◀

By GUY GREER

THE Five-Year Plan of the Soviet government for the industrialization of Russia is on the whole a strikingly successful enterprise. Nearly all qualified observers who have studied its actual operation on the ground are in substantial agreement that from a purely material point of view this is so, although grave doubts have often been expressed as to whether the results obtained are not being paid for at too high a price in non-material values. Whatever the moral or spiritual issues involved, however, Russia is engaged in more than doubling the physical volume of her annual production of commodities; and, barring wars or other unforeseen calamities, she will complete the essentials of the immense program within the time limits originally laid down.

Apart from the extraordinary comprehensiveness and flexibility of the plan itself, the explanation of its successful accomplishment probably lies in the emotional drive which animates the Russian people. The Bolshevik leaders, employing the most effective methods of modern propaganda, have convinced the masses of the population that they are engaged in a struggle for national self-preservation. Indeed, the very language used to describe the carrying out of the Five-Year Plan is that of war; and under the stimulus thus provided the material and human resources of the country have been mobilized in a fashion that can only be compared with the unexampled concentration of national purpose and energy in Europe and America during the War. The results in increased production and productive capacity have already become evident. But the incredible accomplishments stipulated in the Five-Year Plan are described by the Bolshevik leaders as merely the first step in a long-term program designed to make

What have we to fear from the competition of a Russia feverishly industrializing one of the world's most populous countries? Will she upset the world's markets and bring about a lower standard of living everywhere? The answer to the question is expressed in this article by an economist who served the Reparations Commission and has had wide experience as an observer in Europe.

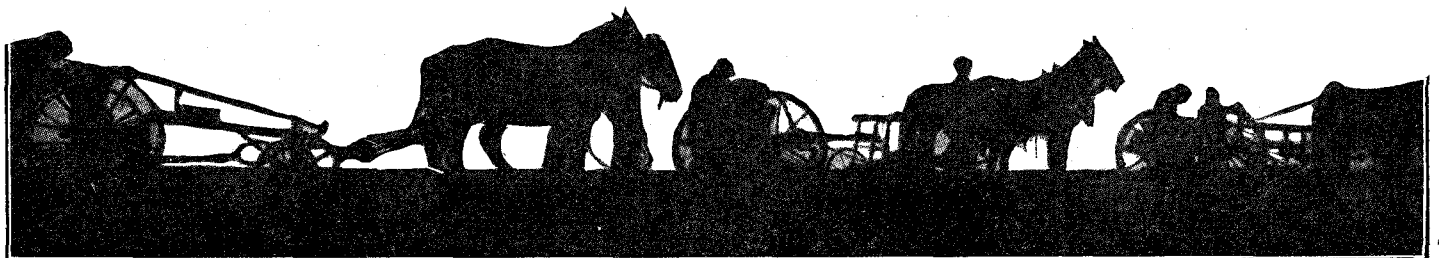
Russia the most thoroughly industrialized country in the world. Eventually they expect to bring about an almost complete mechanization of Russian agriculture, thus applying to the whole nation the principles now applied mainly, even in the most advanced of other countries, only to the operation of non-agricultural industry. Moreover, the entire undertaking is to be carried out in accordance with the precepts of socialism—that is to say, the chief incentives to material accomplishment are to be honor and glory and the pride of achievement, while the promise of material gain will be held out, not primarily to the individual, but only to the community at large.

The long-term program involves plans still more ambitious, still more audacious, than the one now being carried out. It is doubtless true that in the matter of self-denial and privation on the part of the Russian people the tasks of the future will be easier than those of the present enterprise, since with the completion of the Five-Year Plan the general standard of living in Russia can be substantially raised; but in all questions of leadership, of coordination and direction, the job will be incomparably more difficult and complicated. The chances for successfully carrying out the long-term program, therefore, will rest more than ever upon the integrity and ability of the men who are to retain control of the Russian government.

In general terms it may be said that, overwhelming though Russia's program of increasing production may appear, the most formidable economic task of her rulers in the future will be that of distribution. In the field of industrial production she has only to take and use, on a wider scale, the knowledge already acquired through generations of progress in other

countries, while in the domain of distribution she is faced with the problem of breaking new ground. In agricultural production, it is true, she must devise new methods of organization, and the Soviet government admits that in this field it is feeling its way, but the ultimate success of the agricultural program itself will depend very largely upon the manner in which the processes of distribution are regulated and controlled. Russia's millions of small farmers may be expected to enter enthusiastically into socialized and co-operative cultivation of the land only if they are assured (with something more tangible than glowing words) of a higher standard of living and a better life; and this assurance can be given them only through an equitable distribution of the entire output of commodities and services of the nation.

The Soviet government has and will have on its hands by far the largest commercial enterprise in the world. Some idea of the sheer size of the business organization involved may be had if we imagine for a moment that a dozen of the largest industrial concerns in America, such as U. S. Steel, General Motors, the Standard Oil Companies, and the like; all the great chain store systems and mail order houses; the department stores; the packing houses; all the agricultural cooperatives and a rapidly growing number of the farms; the baking concerns and the food com-



SOWING SEED BY MACHINERY ON RUSSIAN STATE FARM
Horses are still used, but have been replaced largely by tractors