AVIATION

EARHART: *First Woman to Fly 2,408 Miles Over the Pacific*

In 1928 Amelia Earhart established her name in the public mind by flying the Atlantic with Wilmer Stultz and Louis Gordon. Four years later she solidified her position as the world's best woman pilot by flying the Atlantic alone.

Every so often, Miss Earhart, like other prominent flyers, pulls a spectacular stunt to hit the front pages. This enhances a flyer's value as a cigarette endorser, helps finance new planes, sometimes publicizes a book. Last week she soloed 2,408 miles over the Pacific from Hawaii to Oakland, Calif.

In the NR 965Y the Commerce Department number of Miss Earhart's red Lockheed Vega monoplane—the tousle-haired flyer shot off rain-sodden Wheeler Field. For eighteen hours, sixteen minutes she flew over the hazardous stretch of water in which ten flyers have died.

Ten-thousand people at Oakland Airport cheered her safe arrival, but in Honolulu after her take-off her publisher-husband, George Palmer Putnam, laconically observed: "I'd rather have a baby." He followed her to the United States by boat.

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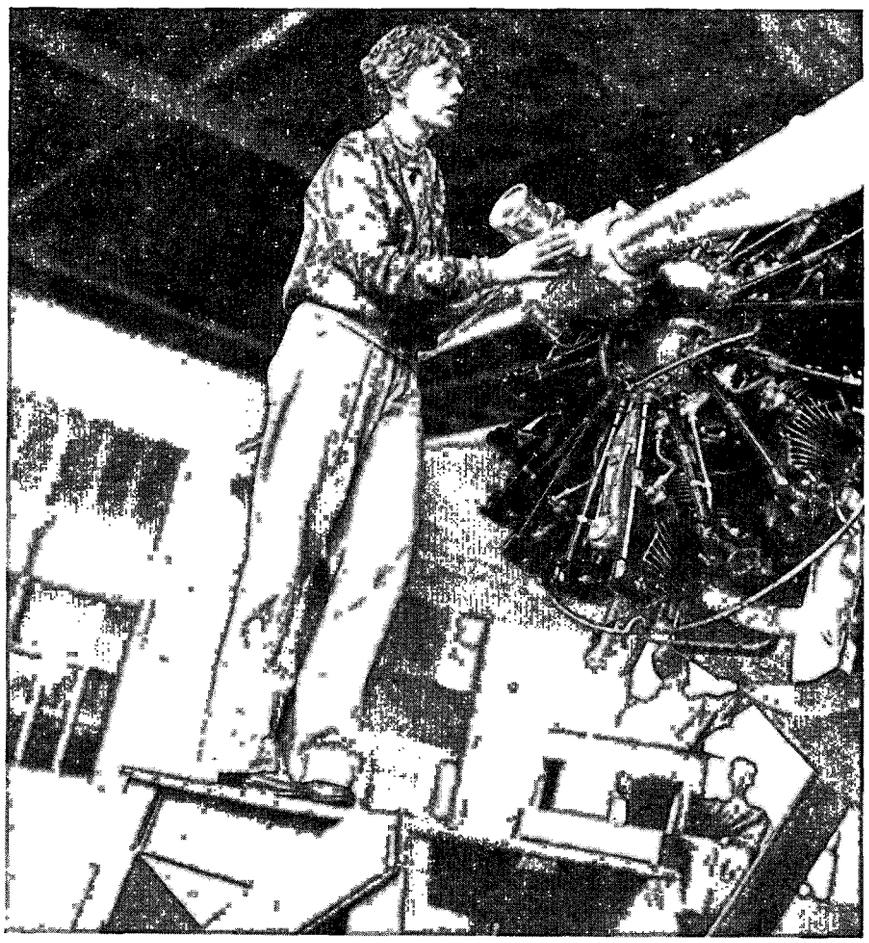
AVCO: *American Airlines Finds Straight Line the Shortest*

Anyone traveling from New York to Los Angeles exclusively by Errett L. Cord's American Airlines last week would have had a tedious, weary trip. At 1 A.M. he would have boarded a sleeper plane at Newark Airport. At 4:59 a landing at Detroit would have roused him out of bed. Five and a half hours later another plane would have carried him eastward back to Cleveland. After nearly a two-hour wait at Cleveland the confused passenger would have been loaded on another plane to spend the rest of the day and night en route to Los Angeles.

Aware that such a meandering line would attract little traffic, American officials had swallowed their pride and booked transcontinental passengers as far as Cleveland with a competing company, United Air Lines.

Last Monday American, which operates more route miles than any other United States company, declared its independence. By smoothing out the time-wasting Newark-Detroit kink, it moved into sharp competition with United and Transcontinental & Western Air, the nation's two chief systems. The new route that will put American in a position to compete on even transcontinental terms flies a crow line between Washington and Nashville.

This week American's transcontinental passengers boarded swift new Douglas planes at Newark at 12:30 midday. On them they zoomed through Philadelphia, Washington, Nashville, Little Rock, and Dallas. At Fort Worth they transferred to comfortable Curtiss Condor sleeper planes. Next morning at 6:45 they arrived in Los Angeles.



WIDE WORLD

Amelia Earhart: Her Husband Followed by Boat

Credit for the awakening of the rambling airline belongs to three men: the line's aggressive owner, Mr. Cord; its board chairman and Cord's Man Friday, Lucius B. Manning, and its president, C. R. Smith.

American Airlines was a corporate baby of the booming '20s. In 1929 William Averell Harriman, son of the great railroader, and Lehman Brothers, New York private bankers, mapped out an airline on paper in the name of The Aviation Corporation, a holding company. Into their mapped routes they began fitting small operating companies.

One was Colonial Airways, whose Boston-New York run had the country's cleanest passenger fatality record. In five years operation Colonial lost only one passenger—after a forced landing in Boston Harbor. While a tug was picking up passengers and crew, one man, somewhat drunk, insisted he could swim ashore. He did. When his feet touched ground he dropped dead of heart failure.

Besides Colonial, Harriman-Lehman added helter-skelter lines in every direction: Safeways (Fort Worth-Los Angeles), Colonial Western (Albany-Cleveland), Interstate (Chicago-Atlanta), Universal (Chicago-Dallas), Continental (Cleveland-Cincinnati), Transamerica (Cleveland-Chicago), and four other lines. Soon the huge corporation found itself overloaded with inherited $15,000-a-year vice presidents. So Avco destroyed the corporate entities of the absorbed companies and formed American Airlines.

Aviation Corporation acquired one bitter pill—Cord's holdings—Century Air Lines (Detroit-Chicago) and Century Pacific (San Francisco-Los Angeles). Peddling cheap speed just as he had in the motor world with his Auburn car, Cord tried to run his airlines without mail contracts. In 1932 this became too expensive; he threw in his lot with Aviation Corporation and accepted stock for his companies. Quietly the shrewd and able motor man began buying Aviation Corporation stock in the open market. Soon he was ready to show his cards.

After a proxy battle-royal with La Motte T. Cohu, who represented Aviation Corporation's bankers, Cord came out with control of the sprawling airline held tightly in his fist. Immediately he declared a second moving day for executives. Behind their vacated desks went such Cord henchmen as Lester D. Seymour and Lucius Manning.

The new Cord management bleached the red ink out of American's balance sheet. In 1932 Avco lost $7,685,000; in 1933 it yielded a $596,000 profit. Executives admitted the sale of securities was partially responsible for the good show-

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