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Southern
FLIGHT
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A Salute
to
**CENTRAL
AIRLINES**



CENTRAL AIRLINES IN OPERATION

...and NOW it's *Official*

One of the main factors in successful airline operation, in regard to passenger safety, maintenance of schedules, and the ability to return a profit at rates which the public can afford, hinges to a large degree on the dependability of the engines that power the airplanes. Continental's dependability and economy of operation, and the unusually fine parts and service organization backing it up, had much to do with the choice of the Beechcraft Bonanza for the certificated local air service which Central Airlines recently inaugurated.



Keith Kahle
PRESIDENT, CENTRAL AIRLINES



CONTINENTAL OK ENGINES

Thanks to the far-sighted action of the Civil Aeronautics Board and to the vision and enterprise of airline operators, hundreds of towns off the main airline routes will soon be reaping the benefits of certificated local air service—passenger, mail and express—conducted on regular schedules with single-engined planes.

In reporting the go-ahead given by the CAB to Central Airlines, SOUTHERN FLIGHT (Sept. 1949) commented: "By its actions, the Board has . . . recognized the inherent usefulness of modern lightplanes in performing local air service." Actually, the Board has gone a step beyond that. It has taken official cognizance of the proof of Continental reliability, piled up by thousands of owners in millions of miles of flight.

As a pioneer manufacturer of horizontally-opposed air-cooled engines for aircraft, Continental Motors takes a special kind of pride in this latest of many pioneering roles in which it has been cast. It recognizes and accepts the challenge implied by CAB certification of Continental-powered planes for passenger transport use. And it pledges continuing adherence to the rigid standards of quality maintained over the years . . . standards on the recognition of which both the choice of local airline planes and the CAB approval were based.



Continental Motors Corporation

AIRCRAFT ENGINE DIVISION — MUSKEGON, MICHIGAN

A New Era Begins

Far-sighted Federal policy brings scheduled air services to grass-roots America

WHEN the truly significant postwar aviation developments are tallied up, the 1949 extension of scheduled air service to the smaller communities of the nation surely must command a place high on the list. This far-sighted development came about just a few months ago when the Civil Aeronautics Board adopted a new progressive policy, granting certificates of convenience and necessity to various operators, which permit the use of off-the-shelf single-engine aircraft on routes serving scores of American communities heretofore denied the advantages of scheduled air transportation.

The Civil Aeronautics Board decision is an historic one in many respects. It has broken the narrow and crippling monopoly of air transportation held by the larger cities of the nation—an inadvertent though real monopoly that has denied the convenience, safety, comfort and reliability of modern air travel to countless thousands of our people.

Central Airlines is the first of the short-haul, local service feeder airline companies to begin operations under the new Civil Aeronautics Board policy of bringing scheduled air transportation to scores of communities heretofore bound solely to ground transportation. The merchant of Shawnee, Gainesville or Winfield is now as close to the markets of the world as Tulsa, Kansas City or Dallas. We believe he has as much right to the benefits of air mail, air express, air parcel post and passenger service as the merchant of Chicago or any other metropolis.

True it is that the success of small, local service airlines using proven single-engine aircraft will not be automatic. Unfortunately there are those who are antagonistic to the idea, who lack the faith and above all a clear understanding of the needs of communities whose business, social and professional worlds can best be served at this time by smaller aircraft. Blind minions to the "big" airplane theory of air transport development, these antagonists have not taken the time to find out what a magnificent safety record the highly-engineered postwar single-engine aircraft have produced, nor have they attempted to study the remarkable evidence of utility, comfort and dependability some of the major industries of the nation can make available to them.

The success of small, local service airlines will depend almost entirely on the patronage of the citizens in the towns served. Although Central Airlines has been operating only a few brief weeks, it is apparent that the necessary patronage is developing, not only in mail and parcel post, but in passenger traffic as well. We are confident it will continue to mount as the months go by; and as the traffic figures increase, the partnership between Central and the communities it serves will become more permanent and fruitful, bearing a definite promise of continuing improvement in service in every category.

We salute Central Airlines as the first air carrier in the nation to inaugurate service under the new CAB policy. We salute, too, the militant communities on Central's routes who realize, perhaps even more than the citizens of Los Angeles and Detroit, that the Flying Fifties are upon us and that a town without air service is as handicapped as was a town without a railroad fifty years ago.

—GEORGE E. HADDAWAY, *Editor.*

We salute the Civil Aeronautics Board (below) for its authorization of efficient small airplanes in the inauguration of Central Airlines operations to small communities. Public acceptance of the excellent mail and passenger service they are rendering comes as realistic endorsement of the Board's far-sighted policy in establishing Central Airlines as an experiment, the success of which will determine further development of local air service in other areas. Members of the Board as seen in this recent portrait are, from left to right: Harold A. Jones, Oswald Ryan, Chairman Joseph J. O'Connell, Jr., Josh Lee and Russell B. Adams.



LOCAL Air Service

The nation's first small-plane airline brings many benefits to small towns in the Southwest

A SMALL airplane lands at a metropolitan airport, parks among airliners 25 times its size and in a jiffy deplanes all of its three passengers and six mail sacks. Then, it's our turn, with two other passengers, to board the little ship, one of a fleet of 11 4-place Beechcraft Bonanzas operated by Central Airlines in scheduled passenger and mail service to 23 communities in Oklahoma, Texas and Kansas.

Dwarfing us, a DC-6 alongside is being groomed for departure by a swarm of crewmen. One of its stewardesses points to our plane and asks, "What's THAT?" Somebody answers and she learns it is an airliner in miniature. We taxi away and in the air off the end of the runway our pilot glances at his watch; only 5 minutes have been consumed in landing, un-

By TOM ASHLEY

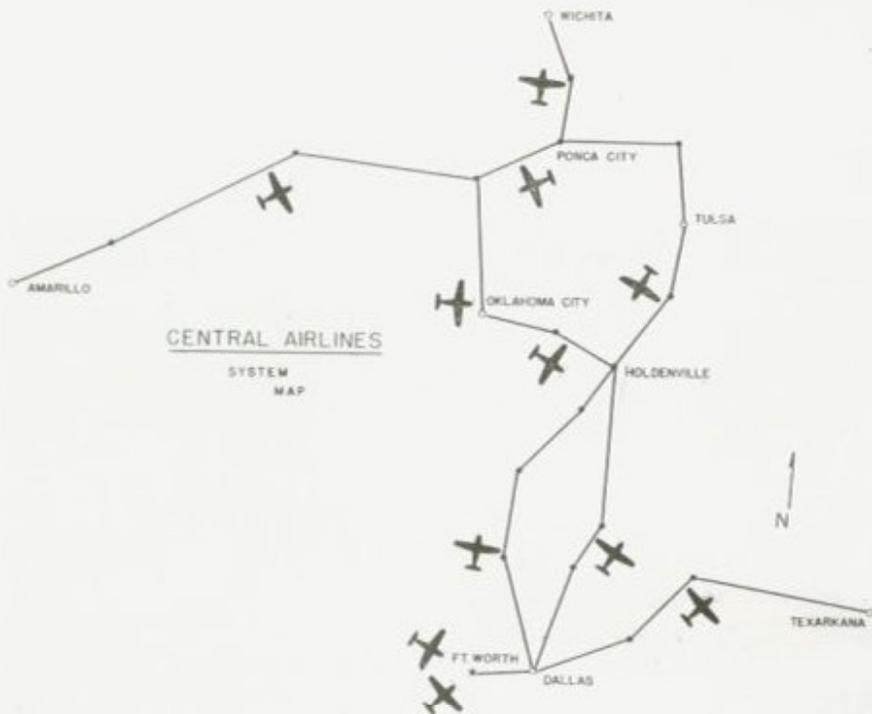
loading, reloading and taking off again.

We're Flight One, the first of four Bonanza schedules Central will fly today in two round trips over its route between Fort Worth and Oklahoma City and one of 20 daily schedules covering Central's five routes. Among Flight One's passengers, two of us are going only 148 miles while the third will stay aboard for Shawnee, Oklahoma. If any of us had been going to Oklahoma City, we could have made it faster and non-stop on some other airline, as Central is a short-haul "local" air service.

Twenty minutes after take-off, we're at our first stop. It takes only five minutes and mail sacks are exchanged while passengers and pilot remain seated. We're just 59 miles from

our starting point, where the DC-6 we left behind is still being groomed for take-off, its four engines and 55 passengers requiring much more time on the ground than our single-engine, 4-place Bonanza. Once off the runway, however, the sky giant will fly at twice our 150-mph. cruising speed and before its first stop will cover almost 25 times the distance between our take-off and initial landing. But the two flights differ in a more significant way—Central's 7 stops to the DC-6's single landing in the same time interval points up the basic difference between small and large airlines. The DC-6 performs best in long-haul service between major metropolitan areas while the small ship offers more practical service to small communities closely linked inside local trade areas, from which Central as a local airline never ventures.

ABC simplicity characterizes this local air service. In the air, our pilot is also our companion; his "cockpit" is our cabin and we fly beside him, following his control movements, listening to his 2-way radio procedure over his loudspeaker, asking him about his

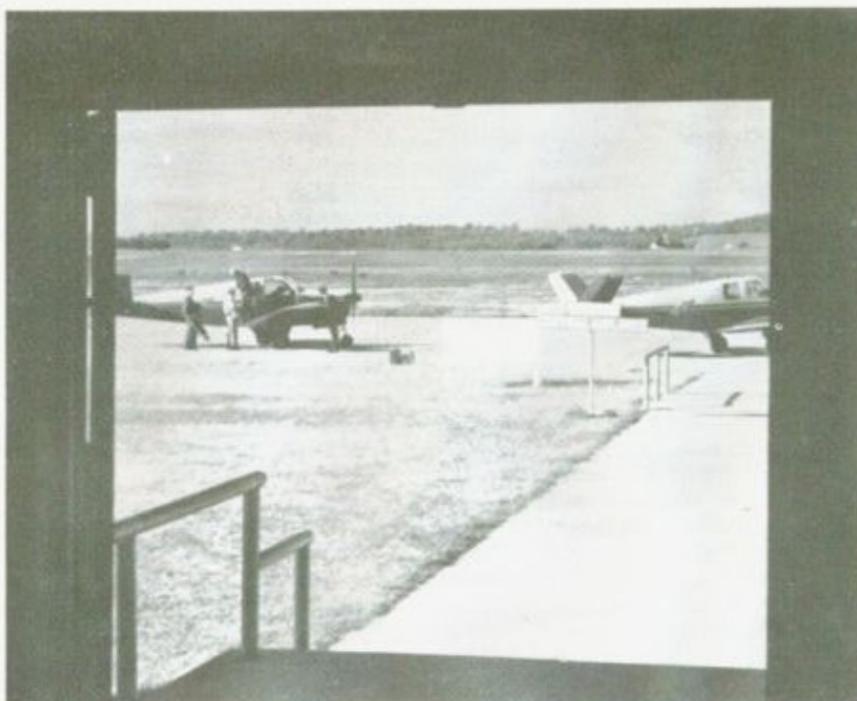


This map of aircraft distribution at a certain hour of the day (8:41 a. m.) illustrates necessity for efficient scheduling involving weather, load, reservations and connections. Two planes shown at Fort Worth and one at Oklahoma City are in reserve. En route planes will operate as follows: (1) Nearest one northwest of Dallas will continue to Wichita and return to Oklahoma City for overnight stop; (2) plane north of Dallas will continue to Tulsa and Amarillo for night layover; (3) Texarkana-bound schedule will complete two round trips from Fort Worth during day; (4) plane near Wichita will return via Oklahoma City to Fort Worth night layover; (5) two planes approaching Holdenville will complete round trips to Fort Worth from Tulsa and Oklahoma City, respectively. Scheduling problems are as involved for Central's small planes as for large transports.

ship as well as the passing panorama unfolding close by outside the little airliner's oversized windows. Even from the the rear seat we can see ahead—where we're going whether climbing, cruising or letting down for a landing. If we mention that a wing blocks our enjoyment of the scenery, he obligingly lowers it out of the way. Personable, he invites all questions and is always ready with worthwhile conversation and his passengers like it, many preferring it to more luxurious flying in large transports.

This simple intimacy with flying also marks the local service airline's airports. Unlike frenzied big-city

Small planes used by Central are 4-place, 185-hp. Beechcraft Bonanzas. Unlike large transports, they require no passenger or servicing ramp equipment. Suitable larger planes will be used when they become available.



terminals, they're serene and quiet. Passengers are impressed with the absence of ladders and tractors and crewmen wandering about in all directions. Instead, a single crewman greets our arrival, mail sack in hand and occasionally accompanied by a passenger or two. More than a crewman, he is the same man who sells tickets, operates the Central teletypewriter, acts as weather observer and delivers air mail to and from the post office. No clerk or grease monkey, he is the local aircraft service operator who contracts with Central to serve as local agent at all stops between terminals. He is usually the local "Mr. Aviation," principal user if not manager of the airport and long-time pilot or mechanic or both. With Central he's part and parcel of airline transportation, occupying a valuable dual position rarely held since pioneer aviation days.

We land twice before reaching our destination at Ada, Oklahoma. The man-with-mail-sack who meets Flight One is Roy Goad, who operates the local flying service. Student flight instruction, aircraft repair and sales have

slumped and Central Airlines, inaugurated only six weeks before, has become his firm's most regular business. As an airline stop, Ada has averaged one airline ticket sale every day, most of them to Dallas or Oklahoma City rather than to nearby towns along the route. In dollars, Ada has sold more long-distance air transportation than short-haul tickets, enabling Central to feed connecting trunk airlines more than its share of Ada sales. One of these was a round-trip ticket to Anchorage, Alaska, via Dallas. Ada's air mail volume has increased, largely through air parcel post shipments of frozen pheasants from a local wild game farm.

After riding downtown and back in the air mail truck, which delivers ice when not meeting planes, we board Central's afternoon Flight Three. Only one passenger is flying, but with our friend we make it a full load. The third passenger is Harry H. Diamond, an oil man. Returning to his home in Holdenville, our next stop, from a business trip to Fort Worth, Diamond is probably Central's most frequent passenger.

But there are others like him in Indian Territory's prosperous little cities—business men or ranchers who prefer to conduct their business at a distance by airplane rather than live in the larger cities. "I fly to Fort Worth or Tulsa on the morning flight, conduct my business, and return home during the early afternoon," Diamond says. "By auto, the trip to Fort Worth would take at least 5 hours each way and that would make it a 2-day proposition. By train it would be two days also. But on Central Airlines I once went to Fort Worth, accomplished my business and was back home, all in less than 5 hours. The people I had to see met me at the airport and the pilot delayed his departure seven minutes for us to finish our business."

Many variations of small-town utilization abound over Central's five routes. The leading druggist in Shawnee, for example, is improving through scheduled air mail a business in animal and poultry health medicines and supplies which has gained national prominence. Many of his serums and medicines are dated and their usefulness is



CENTRAL AIRLINE'S PASSENGERS LIKE LARGE WINDOWS

Although Central's planes are small, passenger visibility is greater than that offered by any large airliner. Scene at left shows Oklahoma wheat country as it appears to rear seat occupant. Front-seat views at right show (top) transport just before it touches its wheels on Oklahoma City runway while Central Bonanza awaits take-off clearance, and (bottom) landing approach as seen while turning into final at Holdenville. Central passengers can watch pilot and instrument panel at work while listening to his explanations. They enjoy this along with the visibility.



Editor Tom Phillips: "Local air service brings the world's air commerce to our town. Central Airlines has national significance."



Holdenville Postmaster Mel Clow: "Our sales of air mail stamps doubled the month Central began operations. They have continued increasing."



Arthur Krause: "With air parcel post, I have increased shipments of frozen pheasants from my wild game farm in Ada to other cities."



T. E. Nicks, Conoco Oil: "Central Airlines service can prove of value to our firm's large volume of personnel travel and air mail requirements."

counted in days. With direct air mail, he is reducing his inventory to a minimum and improving his supplies and profits at the same time. Farmers and other druggists for many miles around depend on this supply, knowing he can order larger quantities by telephone when needed for same-day delivery by air parcel post from faraway sources. In the same manner human suffering is alleviated in times of epidemic or disaster. As days pass, more and more reliance is placed on local air service, which finds itself meeting important

needs seldom anticipated. A small-town Oklahoma farm implement dealer used to order small parts from Fort Worth by telephone to assure prompt mail shipments by poor rail schedules. He now saves over \$25 monthly in telephone bills and obtains the same or better service through Central Airlines and air parcel post, simply by using air mail to place his orders for small parts. More important than this saving is the fact that his business is expanding.

There is big-business utilization of

local air service in Oklahoma's small communities, endowed as they are with abundant low-priced fuel and raw materials. At Ponca City, one of Central's stops, is headquarters of Continental Oil Company. Its far-flung operations require a constant volume of personnel moving between headquarters and production, refining and marketing centers. In an average month, this major oil firm's transportation manager will make 1,400 to 1,500 travel reservations for personnel

(Continued on page 17)

BRIEF STOP AT ADA ON CENTRAL AIRLINES

While two passengers stand by to step aboard, flight from Fort Worth to Oklahoma City is serviced at Ada by Agent Roy Goad (left), who takes off a mail sack and adds one to cargo. Passenger is Harry Diamond, Holdenville oil man, who is returning from business trip to Fort Worth. Pilot Mike Smith remains at controls while checking manifest.



... A Salute to



WALTER H. BEECH

A new chapter in aviation history is being written these days in the blue skies over the humming industrial cities, the oil fields, and the rich wheat and grazing lands of Texas, Oklahoma, Arkansas, and Kansas.

Central Airlines, Inc., Fort Worth, Texas, utilizing a fleet of eleven Beechcraft Bonanzas, has become the nation's first feeder airline to operate regular scheduled service for passengers, U. S. air mail, and air express using modern high-performance, single-engine planes, under a new ruling of the Civil Aeronautics Board authorizing feederline service to smaller cities with single-engine planes of the Beechcraft Bonanza category.

Having recently completed a series of independent evaluation tests of the leading types of single-engine equipment available for airline use, Keith Kahle, President and General Manager of Central Airlines, stated:

"We believe the Bonanza's record of dependability, performance, and comfort, as proved by the records covering more than three hundred million passenger miles flown to date in these Beechcrafts, will permit Central Airlines to offer its passengers a long-needed feeder airline service equal in every way to the kind of scheduled air travel they receive on other skyways."

This year's 5,273-mile non-stop flight of Captain Bill Odom in a Beechcraft Bonanza demonstrated the unique efficiency of the Bonanza. . . . The utility of this Beechcraft has been presented throughout the world through the medium of the recorded experiences of more than 2,000 satisfied owners. . . . We salute Central Airlines for choosing the Bonanza for their use in launching America's newest concept in local air service!

Walter H. Beech

Compare these performance features

- Top speed, 184 mph
- Cruising speed, 170 mph
- Range, 750 miles
- Service ceiling, 17,100 feet
- Fuel economy, 9½ gal. per hour

Compare these comfort features

- Exclusive retractable step
- Limousine entrance
- Insulated, sound-proofed cabin
- Quickly removable rear seat
- Luggage compartment accessible two ways

Beechcraft

BONANZA

MODEL A35

BEECHCRAFTS ARE THE AIR FLEET OF AMERICAN BUSINESS

Central Airlines!



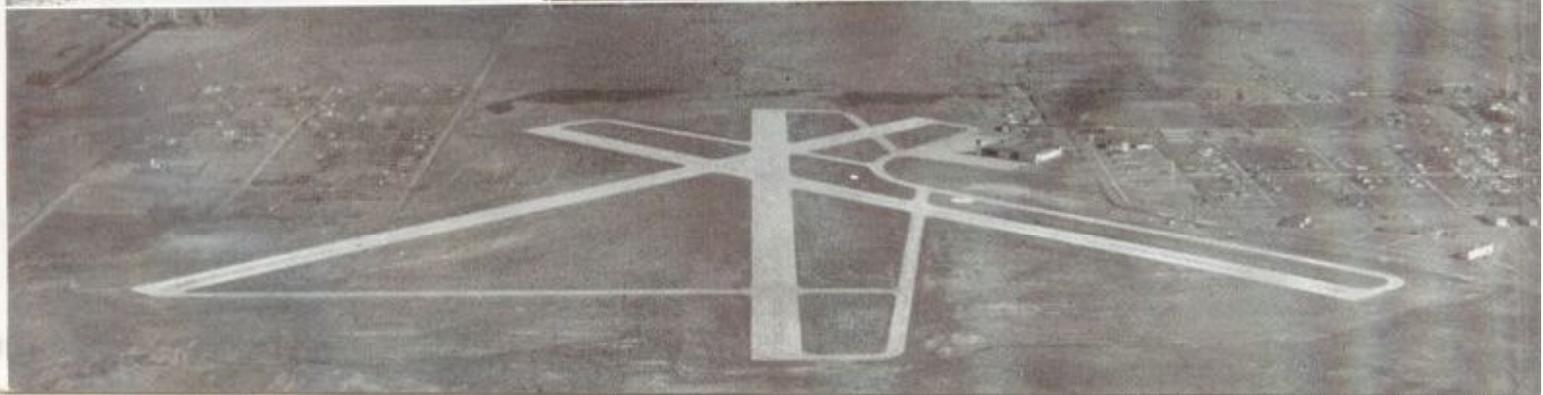
Over these 1,355 miles of airline route, serving 25 major cities in this four-state area, Central Airlines has started operations with its fleet of eleven Beechcraft Bonanzas.



Air Service Comes to Shawnee

OIL and agriculture have developed Shawnee, Oklahoma, population 30,000, second largest community on the new Central Airlines system without previous airline service. At the exact center of the state, it is only 38 miles from Oklahoma City. Shawnee's growth has extended its community interests beyond Oklahoma City to metropolitan centers such as Kansas City, St.

Main Street as seen through J. C. Penney's window (above). Postmaster Clark Craig (below) hands Southbound air mail to Mrs. Mike Smith, who manages Shawnee Flying Service as Central agent while her husband flies as a Central pilot. That's Mrs. Smith on wing checking manifest. Shawnee airport (bottom) is surplus military field at edge of town.



Louis, Chicago, Dallas and others. As a result, it derives advantages from direct or connecting airline service with areas beyond its nearest trade center. It can derive greater local benefits when Central uses Downtown Airpark in Oklahoma City, which is 20 minutes closer by taxi to the downtown district. This much saved will cut in half the time now necessary to travel by Central Airlines from downtown Shawnee to downtown Oklahoma City.

Shawnee business men who have already benefitted directly or indirectly from mail and passenger service are strong supporters of local air service. One of them is Gordon Richards, druggist, whose animal and poultry health supplies business has been improved and expanded with air service. With it, he has improved his supplies and sales even while reducing his inventory of serums and medicines, many of which become worthless at the expiration of short useful periods.

In emergencies such as epidemics, he can obtain overnight air deliveries from practically any major supply center in the U. S. This reduces losses for farmers, thus improving and even increasing the area's animal and poultry production.

Similar community benefits from local air service can be cited by other Shawnee businesses, which look forward to accelerated growth and development with airline benefits as an important factor. ★ ★ ★



Mayor John Goode and an active group of business men in the Shawnee Chamber of Commerce are capitalizing on the city's new air service in their campaign for new industries and payrolls. Likeliest prospect is a manufacturing plant which would employ about 600 persons if it moves in from the East. Air service will provide rapid mail and travel connections necessary for firm to utilize Shawnee advantages, such as abundant cheap fuel and raw materials, native-born labor, accessibility to Southwestern markets for products at minimum distribution costs.



Practical air-mindedness of Shawnee is exemplified by house-to-house aerial newspaper delivery routes operated by Editor N. B. Musselman's Shawnee News-Star. Three planes drop Sunday papers to 1,100 rural homes. Shawnee's excellent airport is maintained with funds from a \$75,000 bond issue, with which night lighting and a terminal building will be added. Several local businesses own private planes for executive travel. Mike Smith, whose flying service is Central Airlines' local agent, is one of the airline's pilots. His firm also operates the News-Star's Sunday air delivery of newspapers and patrols power transmission lines for an electric company. Students of two local colleges, Oklahoma Baptist University and St. Gregory's Catholic School for Boys, use the airport.



Here's a Central Airlines Bonanza complete with full passenger load, pilot, local agent, baggage and air mail sacks and parcels. With full gas and oil supply, it has a payload of about 600 lbs., not including pilot.

How Central Operates

AS an airline organization, Central Airlines is simplicity itself—11 new single-engine Beechcraft Bonanzas and 64 employees. Although its airplanes are small, strangely enough *the mechanics of operating as an airline* would be less difficult if they were large DC-3 transports. Most airline requirements for large airplanes have been well documented through years of actual experience. But with Bonanzas, Central is operating airplanes never before used by certificated airlines, is operating them into towns never before served by airlines, and must adhere to strict government requirements never before applied to a small airline equipped and operated as is Central.

Central's president, Keith Kahle, former aviation writer and fixed-base operator, worked 8 years planning small airline before CAB authorization to operate. Don Earhart is vice president-administration.



By E. H. PICKERING

As the first of its kind, this new airline's departure from precedent has encountered unique conditions. To have established its service with DC-3 transports as other so-called feeder airlines had done before it, Central estimates the cost would have been about a million dollars. With Bonanzas this was slashed 75 per cent to a quarter of a million dollars.

Central has slashed direct operating costs with Bonanzas down to a fraction of DC-3 costs, but it has not been possible to effect as great a reduction in ground costs. Progress is being made and many opportunities are being explored. As all costs are scaled down to a more practical relation with the direct aircraft flying costs, local air service will become effective in meeting mail and passenger needs.

Central's opportunity is impressive. Its 1,355 miles of routes are handily broken into five segments for a scheduling and assignment of aircraft, each segment at present receiving two daily round trips. A spare aircraft is always available at Oklahoma City and Fort Worth. Its 19 pilots are based in Fort Worth, Oklahoma City and Tulsa, providing ease of scheduling and permitting every pilot to operate into the main base at Fort Worth at least once a week.

Its Beechcraft Bonanzas have proved to be excellent for the purpose of starting small airline service, with a minimum of problems in flying and maintenance. They average a 115-mph. block-to-block speed and in November, with perfect weather,

Central completed 99.51 per cent of its schedules. However, Central is restricted to daylight contact flight for passenger service. Present weather minimums are 1,000-ft. ceiling with 1-mile visibility, or 700-ft. ceiling with 8-mile visibility and these will probably be adjusted on the basis of experience.

All Central pilots were carefully selected from over 400 applicants. They average 32 years of age with 5,000 hours of flying experience. An Airline Transport Rating is required for each. Central's pilots are the airline's best customer contacts. Each was carefully chosen for a pleasing "passenger personality" as well as piloting ability. Passengers have ex-

Central's vice president in charge of operations is Robert E. Harding, Jr., long-time commercial pilot with 6,000 hours in the air and who served as instructor and Ferry Command flight captain during the war.





At day's end, Central maintenance crew readies planes for next day's schedules while porters vacuum interior and wash down exterior surfaces, painted for protection to metal as well as for low-cost upkeep of smart appearance. Spic and span hangar at main base was acquired from American Airlines.



Continental E-185 engine of Bonanza is easily accessible. Aircraft and engine maintenance personnel numbers 18 for fleet of 11 airplanes.

pressed satisfaction at being able to ask questions of the pilot, and to see what he is doing even as he is explaining his maneuvers.

Pilot pay is based on government requirements as set forth in both the Civil Aeronautics Act and Labor Relations Board specifications. It consists of base pay, increasing with duration of service; hourly pay for time flown, and mileage pay for miles flown. As Central does not fly at night or on instruments, pay requirements for these conditions are not involved. On a yearly average, Central pilot pay approximates \$480 per month.

Bonanzas operated by Central Airlines have a useful load varying from 1,000 to 1,033 lbs., empty weights ranging from 1,617 lbs. to 1,650 lbs. and maximum gross weights being limited to 2,650 lbs. With full tanks and gas and oil, and with the pilot, the payload capacity is approximately 600 lbs. These airplanes are cruised at 58 per cent of available power and seldom attain over 2,500-ft. altitude, where indicated air speed is usually 145 mph. or more. CAA minimum airport runway length for Central

operations has been set at 3,000 ft. with clear approaches.

Twenty-three of the 25 authorized stops are receiving service at present. These stops average only 59 miles apart, the greatest separation being 100 miles and the shortest 24 miles.

At cities where connections are made with other airlines, arrangements have been made with such carriers as TWA, Mid-Continent and Continental to handle Central ticket sales, information, teletypewriter operation, etc. In most cases this is advantageous, but in Dallas, Central found its own ticket counter to be desirable.

At intermediate points, Central utilizes fixed-base operators as agents and their offices as Central stations. This is working out surprisingly well on an arrangement whereby the operator receives \$150 monthly plus 10 per cent of sales. This sustains some of the operators. In some localities, Central's operations have stimulated local aviation activities, especially charter business for the operator. Some of the operators who are Central agents were successful in bidding for the contract to carry air mail between

post office and airport for additional revenue.

Passengers fares on Central which started out at 6.5 cents per mile were to be reduced to 5.2 cents per mile beginning in December, with 5 per cent round-trip discounts. Efforts will be made to cut them even more. Passenger traffic generally flows between intermediate points and the terminals — not between terminals. Private autos and buses are the chief competition. Little passenger traffic is generated between terminals and close-by intermediate points.

With its last route segment placed into operation on November 15, Central awaits more operating experience to chart conclusive trends.

"Our second 1,000 passengers will provide more useful information than our first 1,000 have," is the way Keith Kahle, president of Central, puts it. "It's a long pull but we have the stimulus of carrying four times as many passengers in our third month of operation as we did in our second. During the latter part of November, Central's mail load varied from 600 to 800 lbs. per day over the entire

Two teletypewriter circuits link headquarters with all Central stations. Here reservation requests from field are handed to control desk (photo at right).

Reservations control agent scans charts showing space availability before confirming a reservation, which is then indexed on circular file (left foreground) for quick reference. Small capacity of Bonanza makes thorough reservations control essential for maximum utilization of all available space throughout the system.



system. In October it averaged about 80 lbs. per day.

"We are just now reaching the point where we can devote more time and effort to sales, which have had to take a back seat while our operational problems held priority. Salesmen will begin tours to our towns, calling on business men, speaking to service and social gatherings and working with local operators."

Central's executive staff has all working members. With Kahle are R. E. Harding, Jr., vice president-operations, and Don Earhart, vice president-administration. The trio have had to perform as 20-hour-a-day workers in launching Central's operations just 51 days following authorization by the Civil Aeronautics Board. Personnel of this new airline, which will total 64 at peak strength, were deliberately selected to avoid any persons who might be steeped in the traditions of existing airlines. With a new concept of air transportation geared to the needs of the small community rather than the big cities, Central's planners felt it best to staff itself with those who would not have to "unlearn" before being indoctrinated into the new service pattern.

Ground operations have proved Central's most difficult problem, with indirect expense per airplane mile rising in proportion to the decrease in distance between stops. Each station is equipped with several hundred dollars worth of supplies plus teletypewriters for instant communications necessary to meet reservations and government-required operational communications. This leased-wire service, costing about

3 cents for each airplane mile flown, is required to insure that the pilot has a written record of weather observations at his next point of landing. Each station also has had to meet fencing requirements at aircraft parking areas, as decreed by CAA to protect passengers and others from propellers. Hundreds of yards of this fencing throughout the Central system involved not only costs in money but additional work by a small staff already burdened to meet other government requirements. With only 11 small airplanes, Central has found it necessary to have a staff of 12 persons to take care of paper work involved in CAA, CAB and Post Office records. At each of its intermediate points, it must have three persons trained as weather observers to meet another CAA requirement.

Progress is being made with CAA co-operation in solving more and more of the small airline's problems. Oil changes for the E-185 Continental engines in its planes have been extended from 25 hrs. to 30 hrs., reducing this expense item 16 per cent. Engine overhaul has been extended from 500 to 600 hrs., for another 16 per cent reduction. Aircraft inspections have been raised from 25 to 30 hrs. and from 100 to 120 hrs. These and modifications to come will result in improving Central's efficiency. Most CAA decisions in its regulation of Central are made to assure maximum safety for the passenger. The record shows more and more that CAA is proving it will listen to reason—when backed up with facts. Its position is simply expressed—"show me."

Numerous changes in Central's operations are to be expected as its experiment in local air service continues. It will take several years, not months, to produce conclusive results. For example, its use of single-engine aircraft imposes limitations which will be dispensed with as soon as suitable multi-engine airplanes are available. Central is currently studying performance and specifications data on several small twins, including the De-Havilland Dove, a small postwar twin developed by the British. Acceptable twins would make possible night schedules which could greatly improve local air service schedules.

It has been the announced intention of the Civil Aeronautics Board that local-service airlines will be aided with mail pay in excess of the value of the air mail service rendered — the government recognizes that it may well be a long time before these carriers approach a self-sustaining basis. In Central's case, its small airplanes permit it to operate a relatively high degree of service to small communities without excessive costs to the government. Central has a reasonable assurance of permanence if it can succeed in becoming an essential cog in the economic and social life of the communities it serves. As for the public, it is purely a case of "use or lose" local air service.

With its Bonanzas, Central can schedule its service flexibly to provide the most useful air transportation available at reasonable costs and dependable safety. It can add extra sections to meet peak demands without

(Continued on page 18)



Average distance between Oklahoma, Kansas and Texas stops on Central Airlines is 59 miles, with 100 miles as longest hop and 24 miles as shortest. Of 25 authorized stops, 23 are being served. Total mileage is 1,355 miles, operated in five segments with two round trips daily over each segment.

—(Air Market Associates Map.)

TWO AVIATION PIONEERS

ONE OLD

ONE NEW



Air Associates extends to the newly certificated CENTRAL AIRLINES heartfelt congratulations and best wishes for continued success. This new airline will bring airmail and passenger service to many municipalities not previously served by our ever growing industry.

Air Associates for 22 years has led the field in manufacturing and distributing aviation supplies. Twenty-two years of progress has convinced us that prompt service and quality in products is the key to accomplishing the job we set out to do in 1927.

Our warehouses are located for your convenience at Teterboro, N. Jersey; Chicago, Illinois; Los Angeles, California, and Dallas, Texas. . . . Our sales and technical staffs are ready to assist you with your needs.



AIR ASSOCIATES

INCORPORATED

3200 LOVE FIELD DRIVE
CHICAGO, ILL.

DALLAS 9, TEXAS
LOS ANGELES, CALIF.

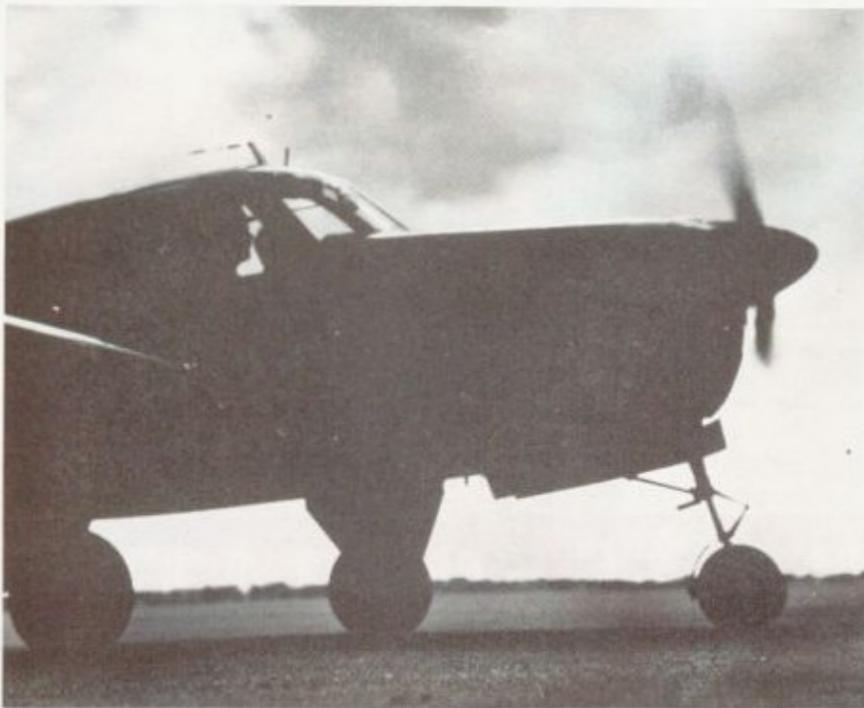
DIXON 4-2611
TETERBORO, N. J.

Higher Standards for CENTRAL AIRLINES ... with Automatic Propeller Control

Maximum efficiency at minimum cost keynotes Central Airlines' passenger and mail service in Oklahoma, Texas and Kansas. Its eleven Beechcraft Bonanzas are equipped with our electronic Constant Speed Governor, APC 31A, for improved performance through Automatic Propeller Control.

Central Airlines pilots voice unanimous praise for APC, which automatically assures constant engine speed throughout the wide range of flight conditions characteristic of short-haul airline operations. The importance of this is summed up by Central Airlines as follows:

"In addition to improvement in take-off performance and operation in turbulent air, our APC 31A Constant Speed Governors actually save 2 gallons of fuel for every 500 miles flown. This is a reduction of over 5% in fuel consumption, which is considerable in view of the hundreds of hours flown on airline schedules by our eleven Bonanzas."



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LOCAL AIR SERVICE

(Continued from page 7)

movements by air, train and bus. In addition, the company operates a fleet of six executive airplanes, all but one of which are multi-engine transports. Until Central Airlines began operating four daily schedules through Ponca City, only one round trip of a trunk airline stopped there and a large volume of "Conoco's" passengers traveled by company auto or plane to distant cities for airline connections. Much of this traffic can now be shuttled into transcontinental air terminals through Central Airlines at significant savings in time and money.

In even the smallest of communities served by Central, the effects of local air service are noticeable. For example, it has doubled the volume of air mail out of Holdenville, population 8,000. During the first full month of Central's operation, Postmaster Mel Clow's sales totaled 4,800 six-cent air mail stamps, as against a monthly average of less than 2,500 air mail stamps sales during the same month last year.

"The coming of local air service has pushed Holdenville far ahead of thousands of even larger towns simply because it has placed our town astride the air routes of the world, over which commerce is moving in growing volume away from less fortunate communities," comments Editor Tom Phillips of the Holdenville Daily News. "The community without air service today is handicapped even more than was the town without highway or railroad service 50 years ago—business moves faster in modern competition. There is national significance in Central Airlines, for it can become a successful pattern by which increasing scheduled air service benefits may be applied courageously and effectively to deserving communities in many other rural areas, where small airlines can prove to be the key factor in developing tremendous commercial and defense possibilities."

Flying into another Oklahoma town served by Central, we find the significance of Phillips' commentary. Alert local business men, working through their little Chamber of Commerce, are capitalizing on the benefits of local air service in persuading an Eastern corporation to move one of its large manufacturing plants into their community. Fuel savings alone, about \$4,000 monthly, would pay for the new facilities. Until Central Airlines began its schedules, there was little chance of success with the plan. But the deal is now practically assured because of local air service. When the new plant opens, it will employ 500-600 local residents and its payroll will

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funnel into further expansion of the town and its prosperity.

Community benefits such as those now in the making of rural Oklahoma are not new to air transportation. But its tremendous strides and successes for almost two decades have carried it beyond small-town America until today, through a series of circumstances rather than by intent, the domestic airline industry is actually monopolized by service favoring the nation's largest cities. It is a government-regulated industry, furthered for maximum development through requirements which only recently were revised to recognize the need of small-town America and the availability of small planes to fill these needs, for which large transports are impractical. This recognition by the Civil Aeronautics Board also offers advantages to the major airlines, for it makes possible the extension of trunk air service beyond industrial and population centers into the trade areas which support them. As local air service is extended, passengers and cargoes on the trunk airline system can complete their journeys all the way by air, eliminating costly time delays in surface completions which frequently prevent wider utilization of trunk airlines.

Central Airlines is the first sched-

uled airline to operate small planes in local passenger and mail service under the new government policy. Others have been authorized. On the success or failure of these will be based future plans to extend and enlarge small-town air service.

As a trail-blazer, Central Airlines is on its way. The communities it serves are responding to the possibilities it offers them. ★ ★ ★

CENTRAL OPERATIONS

(Continued from page 14)

the need or expense of flying a high percentage of unoccupied seats on every schedule. It can offer a wide choice of departure times and frequency of service to meet competition from private autos and buses.

As additional flights over and above the two daily round trips can be operated by Central, their cost increases will be almost entirely in direct flying expenses as the same ground establishments can readily handle the additional operations. As such takes place, indirect expenses can be spread over a greater number of revenue miles, resulting in lowered indirect costs per revenue mile. Doubling the operation to four daily round trips would cut indirect costs by nearly half. In

actuality, the indirect costs are high in relation to direct costs because of infrequency of trips more than it is due to any other one reason. Taking the case of one of the outstanding feeder airlines using DC-3 equipment, in the year 1948 costs per mile were \$1.14 plus, of which direct flying expenses were nearly 61c. Central can foresee an overall cost not exceeding 40c per mile with direct flying costs of about 15c, or one-fourth the DC-3 costs. This is on a basis of two daily round trips for Central against 3¼ round trips by a feeder using DC-3's.

Central's opportunities are impressive. The manner in which the new airline has tackled problems is also impressive, especially in view of the conditions imposed on its operation as a government-authorized field test of a new concept in air transportation. In the process local air service strides forward, and the small communities on Central's system are receiving their air mail a day sooner and are benefitting from more rapid travel to their respective trade centers and beyond. And the nation has 11 more airplanes and 64 more trained personnel working to extend air transportation at a new level to areas beyond the trunk airline system. Central's success can increase this number many-fold. ★ ★ ★

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BOB HOPE AND CENTRAL AIRLINES MANAGEMENT got together for this publicity picture when the Hollywood comic star visited Fort Worth for a benefit performance. Left to right are Vice President Bobby Harding, Vice President Don Earhart, Hope, and President Keith Kahle. Hope was in Fort Worth not only for the benefit performance but to visit friends and to check up on production at his newly-acquired oil wells in West Texas. He expressed keen interest in the use of Beechcraft Bonanzas as airline aircraft.

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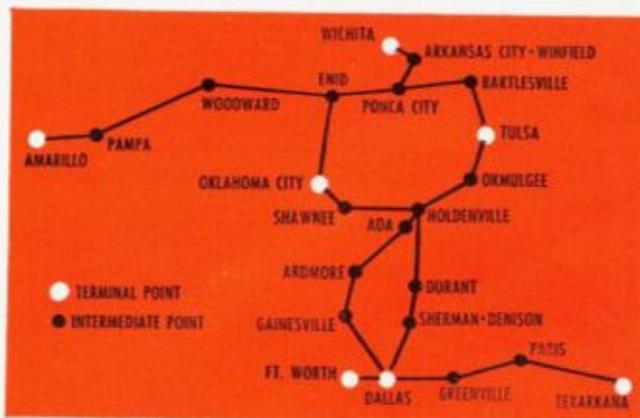
Central Airlines, Inc., headquartered in Fort Worth, operates over the area shown on map. A fleet of eleven Beechcraft Bonanzas, with Continental E 165 h.p. engines, maintains daily schedules carrying U. S. mail, passengers and property. Engines are lubricated with Texaco Aircraft Engine Oil.

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