10-12-1927

Welcome, Lindy: Official Souvenir Program, October 12, 1927

Spartanburg Chamber of Commerce
WELCOME LINDY!

Official Souvenir Program
October 12, 1927
Spartanburg, South Carolina
HAVE A GOAL

IF you want to save successfully, find a definite goal in your mind. Then choose and prove the surest and best way to that goal. Most likely, you will decide that the best way is to put aside a certain part of your weekly earnings every week. We invite your account.

The CENTRAL NATIONAL BANK of Spartanburg, S.C.
Mayor's Welcome

OCTOBER 12, 1492—COLUMBUS DAY
The Fifteenth-Century Conqueror of the Ocean and Discoverer of the New World

OCTOBER 12, 1927—LINDBERGH DAY IN SPARTANBURG
The Twentieth-Century Conqueror of the Ocean by Air and the Creator of new ties between the New and the Old Worlds

The new Spartans feel a renewed interest in the Spartans of old. Our horizon is broadened. We have built a port and a trail that has for its termini the ends of the earth.

We have entertained many distinguished guests in recent weeks, drawn to our borders by our air facilities. Today we are honored by a visit from one whose accomplishment is unequalled in history and yet whose modesty has won the admiration of the world.

Now he is on the last lap of a journey covering all the States of the United States, stimulating and creating interest in Aviation. Spartanburg, true to her progressive spirit, has already seized the opportunity to prepare herself for this newest method of transportation—just as our ancestors did when they laid the foundations for making her a great railroad center and as our contemporaries are doing in developing her splendid road system for motor and other travel—justly entitling her to the slogan, "Hub City of the Southeast."

Spartanburg and South Carolina welcome Colonel Lindbergh for what he is, for what he has done, and for the far-reaching things he is doing for the advancement of aeronautics and the promotion of peace and good will.

BEN HILL BROWN, Mayor.

Welcome from Chamber of Commerce

The people of Spartanburg, through its Chamber of Commerce, bid you welcome to the Hub City of the Southeast. It is indeed an honor and a pleasure to have you with us.

In the past, we have welcomed and entertained scores of men and women who have accomplished achievements unusual, but never before have we had the pleasure of extending the people's greeting to a pioneer of the air.

We are proud to have you with us, and trust that your stay in our city will be the most pleasant you have yet experienced.

H. A. Ligon, President
Spartanburg Chamber of Commerce.

Welcome from Aviation Committee

To Colonel Charles A. Lindbergh:

The City of Spartanburg, the County of Spartanburg and the State of South Carolina open wide their arms and hearts to receive you. We bid you welcome to our soil, to our hearts and to our homes. We love you for what you have done; the way in which you did it; and mostly for what you are, "The personification of all most desirable in the ideal American youth."

We bid you WELCOME!

Aviation Committee
Spartanburg Chamber of Commerce
J. C. Grier, Chairman
B. Manning
R. Z. Cates
The "American National," now, as throughout 24 years of success, offers a specialized service, intimately adapted to your particular requirements and actuated always by the spirit of friendly cooperation.

We will be very glad to have you stop in at any time and discuss your banking requirements, and our ability to meet them to your very best advantage.

AMERICAN NATIONAL BANK
SPARTANBURG, S. C.
W. L. ISOM, President
R. F. PHIFER, Cashier
Let us make your Draperies and Window Shades

VOGEL & SON
171 N. Church St. Phone 1286

ROYAL PORTABLE

The most modern lightweight Typewriter now Delivered in the most modern way via the ROYAL AIR TRUCK

The largest commercial plane in the U.S.

Official Program
(Continued from Page Five)

4:00 P. M.—Immediately after the exercises at the field, Colonel Lindbergh will return to the hotel, where he will give a ten-minute interview to newspaper representatives. Following this interview, Colonel Lindbergh will retire to his room and will remain undisturbed until the dinner.

Dinner Program

6:30 to 9:00 P. M.—Dinner at Converse College. President H. A. Ligon, of the Chamber of Commerce, will preside. Invocation. Dr. Robert P. Pell, President of Converse College; Welcome on Behalf of the State, the Hon. John G. Richards, Governor of South Carolina; Welcome on Behalf of the City, the Hon. Ben Hill Brown, Mayor of Spartanburg, introducing Colonel Charles A. Lindbergh. Music selection by Spartanburg Quartet: Allen L. Rogers, Karl Fisher, Roy France and Donald P. Sanders; Prof. Wilson P. Price, accompanist; orchestra numbers by Southern Serenaders.
SPARTANBURG'S first visitor to the new airport arrived on June 23, 1927, when a huge Navy plane, piloted by A. W. Smith, airways extension superintendent, Department of Commerce, and Charles I. Stanton, airways extension superintendent between Greensboro and Atlanta, gracefully landed and was greeted by a throng of representative business men of Spartanburg.

This welcome committee included city officials, Chamber of Commerce officials and members of the Aviation Committee of the Chamber of Commerce.

Welcome, Our Hero!

Southern Advertising Co.

PHONE 103

Wilson's Drug Store
THE REXALL STORE
for
"The Best in Drug Store Merchandise,
The Best in Drug Store Service"

Becker's Quality Products
45 Years the Standard

Virginia Dare Cake

Becker's Bakery
138 N. Church St. Phones 1653 225

Ligon, Grier & Co.
GENERAL INSURANCE
REAL ESTATE LOANS
Andrews Bldg. Phone 1311

ICE
Saves
FOOD - FLAVOR
HEALTH
For a Few Cents a Day
207 - Phones - 208

Hygeia Ice & Fuel Plant
"The Home of Good Coal"

Cabaniss-Gardner, Inc.
correct Apparel for Women

PHONE 996

LINDBERGH TODAY
SERVICE EVERY DAY

Schachner Leather and Belting Co.
149 Commerce St. Phone 397
Manufacturers and Distributors

SPARTANBURG MUNICIPAL AIRPORT
Colonel Lindbergh's Headquarters
While in Spartanburg
Why not Yours?

Cleveland Hotel
Spartanburg, S. C.

Welcome, Lindbergh!

Hobbs-Henderson Co.
Department Store

Lindbergh broke the aviation record.
We expect to break all sales records in our $200,000 Campaign.

The Electrical Store
Phone 823 146 E. Main St.

Information on Spartanburg Airport
Spartanburg, South Carolina

City and State
Spartanburg, S. C.

Name of Field
Spartanburg Airport.

Route
Route CAM-19, New York to Atlanta.

Class
Municipal.

Owner
City of Spartanburg.

Operated By
City of Spartanburg and Pitcairn Aviation, Inc.

Field Manager
A. P. Kerr.

Position
Latitude: 34 degrees, 57 min., 32 sec.; Longitude: 81 degrees, 56 min., 7 sec. Altitude above sea level, 875 feet. Distance and direction from nearest postoffice, 3 miles southwest. Magnetic variation approximately one-half degree to the west.

Description
Acres, 105; shape, irregular "L." Surface, sandy loam; gradient, gentle all ways from center. Drainage, natural; excellent. Runways (see map), 2,700 feet long, 2,550 feet long, both 600 feet wide. Marking of runways, standard 100-foot circle at intersection of field axis.

Obstructions
None, except hangars; open country all around.

Marking and Identification
Standard 100-foot white circle with four-foot band. Name painted on hangar. Standard markings on roofs of several buildings in city and vicinity. Field boundary lights, Standard Airway, approximately 300-foot centers, 24-inch rotating beacon, 90-watt, 30-volt lamp, constant current, 8 r.p.m. Radio towers, none. Wind direction indicator, Standard windcone, illuminated.

Accommodations
Personnel for servicing and maintenance of planes available. No landing fee; storage rates, $2.50.
Number, type, size and construction of hangars, first unit 60x60 feet, erected by Pitcairn Aviation, Inc.
Airship mooring mast, none.
Repair facilities, Pitcairn Aviation, Inc.
Spare parts, Pitcairn Aviation, Inc.
Specification fuel and oil available.
Guard for protection of property furnished upon request.
Fire apparatus, none.
Quarters for visiting airmen, none.
Meals, none; three miles to city.
Transportation to city, bus line one-half mile from field—automobiles.
First Aid available at field.
Welcome, Lindbergh!

SOUTHERN SERENADERS
Spartanburg's
Premier Dance Orchestra
MUSIC FOR
ALL OCCASIONS
J. G. BLOWERS     PHIL. CLARKE
Director     Manager
PHONE 1100-L2

PIEDMONT CAFE
276 MAGNOLIA ST. SPARTANBURG, S. C.

THIS PROGRAM

Designed, Written and Printed

by

Band & White, Printers

GOOD PRINTING

144 South Spring Street Spartanburg, S. C.

PHONE 383

Good printing is an investment
—not an expense

Information on Spartanburg Airport
Continued

Communication
Telephone installed. Telegraph, City of Spartanburg (3 miles).
and Signal
Radio, none. Call letters, none. Radius of receiving and trans-
Equipment
mitting sets, none.

Meteorological
Equipment available, none. Prevailing winds: Northeast, winter;
Data
Southwest, summer. Nearest weather bureau, Columbia, S. C.
( Local observation.) Weather map and meteorological data dis-
play board at Chamber of Commerce.

Radio stations operated with daily, none.

Remarks
Field in excellent shape; road approaches to field hard-surfaced.
Field completely marked with standard markings.

Reported
October 1, 1927.

For Further Information
Wire or Write

CHAMBER OF COMMERCE
SPARTANBURG, S. C.

FROST KIST
ICE CREAM

As Important to the Health
of Spartanburgers—
So is the Colonel and the
Airport to Its Progress

As Important to the Health
of Spartanburgers—
So is the Colonel and the
Airport to Its Progress

As Important to the Health
of Spartanburgers—
So is the Colonel and the
Airport to Its Progress
Spartanburg, South Carolina

Located in the northwestern part of South Carolina, 875 feet above sea-level, is Spartanburg, the Hub City of the Southeast. Possessing a population of 42,000, Spartanburg is situated in the very heart of one of the most fertile agricultural regions in the South. Attractive, comfortably equipped homes dot the countryside; wide, hard-surfaced highways render the city easily accessible to the inhabitants of a prosperous region; busy mills provide employment for more than 12,000 men and women; lumber, fertilizer, flour, pipe and cigar plants are located in and near the city; two of the largest bakeries in the Southeast make the city one of the South's largest bread and cake centers; the new $2,500,000 repair shops of the Southern Railway contribute to the prosperity of the city, which ranks third in size among cities of South Carolina.

Five railroads radiate from the city in six directions, and seven modern bus lines link the city with surrounding cities. Many hundreds of thousands of tons of coal and other commodities pass through Spartanburg annually, en route to southeastern cities and seaports. Spartanburg is well known as the gate city to the southeastern seaports.

In Spartanburg are Wofford College for men and Converse College for women, two of the finest colleges in the South. A large and well-equipped high school, recently built, is an important factor in Spartanburg's educational equipment, and students from many surrounding towns and rural communities are prepared here for college. Spartanburg's public school system ranks high. Commodious buildings have been built, and in order that its schools may grow with the city, Spartanburg has acquired title to large acreage which will be used for other school buildings as need arises. More than 6,000 pupils are enrolled annually in the city schools.

Textile Industrial Institute, maintained by the Methodist Episcopal Church, South, is located in a Spartanburg suburb. Here young textile workers study and work in nearby mills to prepare themselves for a broader service. The South Carolina Schools for the Deaf and Blind is situated four miles from Spartanburg. Carolina Academy, a private school, also is located in the city.

Spartanburg is in the center of the tremendous hydro-electric development that has taken place in the rugged sections of the two Carolinas during the past decade. Thirty-five cotton mills in Spartanburg utilize the electric power, originating in the bold streams and rivers and harnessed by modern plants in the foothills.

A $1,250,000 water supply system has been completed by the city of Spartanburg to serve its homes and industrial plants. This is located on South Pacolet River and is conceded to be one of the most efficient to be found in the country.

Thirty years ago, a music festival was organized at Spartanburg by music lovers in the South Atlantic States. Eventually Spartanburg assumed entire responsibility for the festival, which is now known as the Spartanburg Music Festival and is held annually at Converse College. Artists of international fame are secured for this festival, which has become one of the outstanding events in the city's cultural life.
For Speed and Service—
AIRPLANES FIRST
CHRYSLERS SECOND!

Citizens Lumber Company
Lumber and Building Material
Phones 1396 1397 Union Street
As dependable as the Spirit of St. Louis
ROAD SERVICE
Sutton`s Service Station
227 W. Main Street PHONE 258

EXTREMELY LOW COST!
LIFE
ENDOWMENT
EDUCATIONAL
MORTGAGE

O. W. GUERRANT, Gen. Agent
Provident Mutual Life Insurance Co. of Philadelphia
318 Montgomery Bldg. Phone 45

P. D. HEFFNER, Pres.
E. LENTZ, Sec.
H. T. E. NEUBURGER, Treas.

City Motor Car Co.
for Economical Transportation
SALES CHEVROLET SERVICE
Phones 1165-1166
200 W. Main St. Spartanburg, S. C.

Spartanburg, South Carolina
Continued
Out of this festival has evolved the Spartanburg Children’s Chorus, comprising 500 well-trained, sweet-voiced children. This chorus ranks with the best in the United States and is invariably one of the most interesting features of the annual festival.

Spartanburg has erected many splendid churches and takes an active interest in religious matters.

Several years ago, Spartanburg adopted the commission form of government. Since its inauguration a huge street improvement program has been launched and completed. A municipal playground system, with eight well-equipped recreation fields for the children of the city, is maintained. Two large parks have been established. Early in 1926, a municipal athletic field, located in a setting of natural beauty, was built and equipped.

The Spartanburg club of the South Atlantic Baseball Association leases this field for its regularly scheduled season. During the remainder of the year it is placed at the disposal of the amateur athletic organizations of the city.

Spartanburg’s airport is already recognized throughout the country as one of the most modern and best equipped. The field embraces more than 100 acres of level land, has standard markings and equipment and cost nearly $50,000.00. Spartanburg is on route CAM-19 from New York to Atlanta.

The famed resorts of western North Carolina are easily accessible to Spartanburg and modern highways lead into the mountain country. Chimney Rock, Caesar’s Head, Blue Ridge Forest and many other famous scenic spots can be reached by automobile over well-paved roads.

Surrounding Spartanburg are many places made famous by epoch-making battles, such as the Battle of Cowpens, Musgrove Mill and Kings Mountain.
Welcome—

Lindy!

Central Service Station
GAS, OILS AND ACCESSORIES
Cor. Main and Spring Streets
SPARTANBURG, S. C.

Greetings,
Lindbergh!

Hallett Ice & Coal Co.

Hotel Franklin
200 ROOMS
Newest—Largest—Leading
W. G. HODGES, Mgr.

Many people don’t really know there’s more than one furniture store in town

Air Mail Schedule
RT. CAM-19, NEW YORK TO ATLANTA, 773 MILES

<table>
<thead>
<tr>
<th>Southbound (Daily)</th>
<th>(Eastern Time)</th>
<th>Northbound (Daily)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 P. M. Lv.</td>
<td>New York, N. Y.</td>
<td>Ar. 6:00 A. M.</td>
</tr>
<tr>
<td>9:40 P. M.</td>
<td>Philadelphia, Pa.</td>
<td>4:25 A. M.</td>
</tr>
<tr>
<td>11:10 P. M.</td>
<td>Washington, D. C.</td>
<td>3:55 A. M.</td>
</tr>
<tr>
<td>12:25 A. M.</td>
<td>Richmond, Va.</td>
<td>2:40 A. M.</td>
</tr>
<tr>
<td>2:25 A. M.</td>
<td>Greensboro, N. C.</td>
<td>12:40 A. M.</td>
</tr>
<tr>
<td>4:25 A. M.</td>
<td>Spartanburg, S. C.</td>
<td>10:55 P. M.</td>
</tr>
<tr>
<td>6:00 A. M. Ar.</td>
<td>Atlanta, Ga.</td>
<td>Lv. 9:00 P. M.</td>
</tr>
</tbody>
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161 N. CHURCH ST.
8 A. M. to 6 P. M.

HERRING FURNITURE COMPANY
RUGS - STOVES - PHONOGRAPHS
We are glad you made the trip safely---

We sell airplane oils and gasoline too, but to the 10,000 car owners who will not own airplanes soon we still say

"Our Motor Oils and Gasoline Are Good to the Last Drop."

HELLO LINDY!

Aeronautical Terms

It is well to learn aeronautical terms and their correct usage. It is just as easy to use the appropriate word as to use the wrong one. Thus, airship and airplane are not the same thing. Again, it is silly to say that a seaplane "lands" on the water—it alights on the water. A few of the more ordinary terms are here given for the benefit of those who would become more air-wise.

Aerostat—An aircraft embodying a container filled with gas lighter than air and sustained by the buoyancy of this gas—e.g., airship, balloon.

Aerostation—The operation of balloons and airships. Corresponds to aviation, but refers to lighter-than-air craft.

Aileron—Movable surface of an airplane, used in turning it.

Aircraft—Any form of craft designed for the navigation of the air: airplanes, airships, balloons, kites, gliders, etc.

Airplane—A form of aircraft heavier than air and depending entirely upon a power plant and propeller to maintain it in the air.

Airship—A form of aerostat provided with a propelling system and with means of controlling the direction of movement. It is "non-rigid" when its form is maintained by the pressure of the contained gas. It is "rigid" when its form is maintained by a rigid structure contained within the envelope. It is "semi-rigid" when its form is maintained by means of a rigid or jointed keel and by gas-pressure.

Amphibian—An airplane provided with a folding under-carriage for landing on the ground and a hull for alighting on the water.

Balloon—A form of aerostat filled with a gas lighter than air and having no power plant or means of controlling direction of flight.

Bank—To incline an airplane laterally, especially when turning. The ailerons do the banking.

Biplane—A form of airplane with two superimposed wings.

Ceiling—The height above sea level at which a given aircraft ceases to rise.

Elevator—The movable part of the tailplane used to make the plane rise or glide.

Flying Boat—An airplane without undercarriage or floats, the fuselage being shaped in the form of a boat hull for use in water.

Fuselage—The elongated structure of an airplane to which are attached the wings, the tail unit, and which hold the passengers.

Landing Gear—The understructure of an aircraft designed to carry the load when in contact with the ground.

Longeron—The fore-and-aft members that compose the main framework of the fuselage.
Two of the many good roads radiating from Spartanburg

A Spartanburg Highway Bridge

**Aeronautical Terms**

Continued

Monoplane—An airplane which has but one main supporting surface, extending equally on each side of the fuselage.

Pancake—To level off an airplane higher than for a normal landing, causing it to stall and drop suddenly, often to the detriment of the under-carriage.

Seaplane—An airplane provided with floats or pontoons, to rise from or alight on the water.

Skidding—Sliding sidewise away from the center of curvature when turning. It is usually caused by banking insufficiently and is the opposite of side-slippping.

Slip Stream—The stream of air behind a propeller.

Span—The maximum distance from tip to tip of the airplane wings.

Stalling—The condition of an airplane which from any cause has lost the relative air speed necessary for control. At high altitudes speed can be regained by diving. At low altitudes, stalling generally results in a crash.

Strut—A member of a truss frame designed to carry a compressive load.

Tail Heavy—The condition of an aircraft in which the nose tends to rise when the control stick is released. It is opposed to NOSE HEAVY, where the tail tends to rise.

Taxi—To run an airplane over the ground or a seaplane on the water.

Wires, Flying—The wires that support the wings in the air and transmit their lift in toward the fuselage.

Wires, Landing—The wires that take the strain of the wings on the ground.

Wing Spars—The principal transverse structural beams around which the wings are built. At present they are generally of wood.
COLONEL LINDBERGH

We Join with Spartanburg in Welcoming You Today!

SPARTANBURG

Coca-Cola

BOTTLING CO.

W. G. JACKSON, Secretary and Manager

Spartanburg from the air

In the Shopping District

Union Station
SPARTANBURG’S airport, the concrete realization of the far-sightedness and intensive work on the part of Spartanburg citizens, is acclaimed by experts in the aviation world as one of the most modern and best-equipped airports in the country. The field, recently dedicated in honor of those brave men of Spartanburg who gave their lives for their country in the World War, was officially opened September 10, 1927.

In the work of securing Spartanburg as an official air mail port, the Aviation Committee of the Spartanburg Chamber of Commerce played an important part.

Early in June, 1926, the Aviation Committee, composed of J. C. Grier, Chairman; Major B. Manning and R. Z. Cates, began accumulating information on the Piedmont Route, so-called, one of three southern routes being considered by the U. S. Post Office Department for the establishment of an aerial mail route. Co-operating with other cities of the Piedmont, this committee prepared briefs on the advisability of the selection of the Piedmont route as the most logical. After due consideration, the government office on December 13, 1926, chose the Piedmont Route as the official route for the air mail service between New York and Atlanta. Contract to carry the mail was let to the Pitcairn Aviation, Inc., of Philadelphia, on February 23, 1927.

With the naming of this official route, hosts of cities along the route immediately began clamoring for designations as the official mail stop. The Aviation Committee members, together with H. A. Ligon, President of the Spartanburg Chamber of Commerce; Mayor Ben Hill Brown, former Congressman J. F. Byrnes, L. W. Perrin and H. T. E. Neuburger, all Chamber members, prepared maps and briefs substantiating Spartanburg’s claim as the logical stop between Greensboro and Atlanta. These men journeyed to Washington at different times and laid their information before the Postmaster-General, Harry New, and pleaded in the interests of Spartanburg.

On March 29, 1927, Spartanburg was designated by Postmaster-General New as an official stop on the air mail route. Spartanburg was chosen for a number of reasons, among them being its excellent railway connections with the surrounding territory, its location just midway between Atlanta and Greensboro, and because in the territory adjacent to Spartanburg are more potential air mail users than in any territory similarly situated.

The next step by the committee following Spartanburg’s selection as an air mail stop was to locate a suitable field, one not only to serve the needs of today, but one sufficiently large to meet the needs of aviation in the future. Representatives of the Pitcairn Aviation, Inc., and the U. S. Department of Commerce assisted the local committee in the selection of the field. Three fields were consid-
Spartanburg's Airport
Continued

ered, but the present field, formerly the property of the Wingo estate and others, was chosen as the best available. The field is located three miles southwest of the city.

Spartanburg's airport was officially dedicated and opened on September 10th with brilliant exercises. Officials of the U. S. Department of Commerce, the Pitcairn Aviation, Inc., the U. S. Post Office Department and Chambers of Commerce in this section attended. "Miss Spartanburg," the mail plane of the Pitcairn company which will use the local field as a base, was christened by Miss Betty Grier, attractive daughter of J. C. Grier, chairman of the Chamber Aviation Committee.

Dr. Henry N. Snyder, President of Wofford College, made the principal address. In the near future, a bronze tablet, inscribed with the names of the Spartanburg County men who gave their lives during the World War, will be mounted on a granite boulder and placed at the field. Following the dedication, aviators gave an aerial circus with a number of especially thrilling stunts, and also participated in several air races.

**FIGURES**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of field (105 acres)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Grading and other work on field</td>
<td>5,000</td>
</tr>
<tr>
<td>Lighting equipment</td>
<td>5,000</td>
</tr>
<tr>
<td>Road pavement bordering field</td>
<td>7,500</td>
</tr>
<tr>
<td>First unit of hangar</td>
<td>6,000</td>
</tr>
<tr>
<td>Water mains and tower</td>
<td>2,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$46,000</strong></td>
</tr>
</tbody>
</table>
Riding in an airplane is one way of being "up in the air." Another way is to be without money in the bank.

Open a Savings Account Today

CAROLINA NATIONAL BANK and DOLLAR SAVINGS BANK

GOODYEAR

ATWATER KENT RADIO

Kelvinator
ELECTRIC REFRIGERATION

OFFICIAL STARTER and GENERATOR SERVICE

"We Service All We Sell"

ODOM BATTERY & TIRE CO.
138 S. SPRING ST. PHONE 455
THERE IS NO MASTERY
of land, sea, air—or wealth—without self control.

Every one ought to take stock of himself occasionally, admit his weaknesses and do his best to improve.

No one can win the co-operation of others unless he is fair and courteous, and that means self control.

No one can acquire a competence unless he can resist the temptation to spend all his income. He must save something, and that means self control.

No one can be trusted with leadership unless he has learned to discipline himself against the common vices of human nature, intemperance, greed and shiftlessness, and that means self control.

The world today honors the man who is master of himself.

FIRST NATIONAL BANK
SPARTANBURG, S. C.