



## PROMOTE SOARING

By DON RYON

**H**AVE you ever wanted to promote soaring in your community? If so, here is one way you can stir up a lot of interest with surprisingly little effort.

At a recent hobby show in Rochester, N. Y., we set up the above exhibit. It consists of a display board (luckily, indirectly lighted from above), a table draped with dark blue cloth, a poster, seven 6-inch letters cut from 3/4-inch plywood painted crimson, and a few copies of SOARING. On the table are two model gliders (borrowed), copies of "Birds of a Feather," "Soaring in America," SSA application blanks and SOARING for distribution plus a book on soaring.

In planning your exhibit you should consider 1) location, 2) attraction, 3) interest and 4) story. We located our exhibit to the left of the information desk opposite the entrance and at the junction of the three aisles. Thus the bright red letters "GLIDING" over the top were always visible. Attraction was achieved by making the focal point of the exhibit a large white poster (30x40 inches) with warm colors—yellow, red and brown. The magazines, carefully chosen for color and dramatic pictures, were used to create interest. The three international records in altitude, duration, and distance were portrayed on the poster and told a story graphically and in the least possible time.

The success of this was borne out by the large number of people who stopped me days afterwards and asked, "Do you mean to say that a glider can climb to over 35,000 feet?" or "How can a glider remain aloft for 50 hours?" Over seven thousand people visited the show. In addition to discovering 22 potential members for our glider club, the most heart-warming result came from the hundreds of people who walked up to the exhibit, studied it and said, "Gliding! Oh yes, we've been to the National Meets at Elmira."

An exhibit like this could be set up easily and at little cost in any store window, bank lobby, post office, library or Chamber of Commerce. I would like to propose that every member or group in the Soaring Society of America and Soaring Association of Canada set aside one week each year and make up a similar exhibit to promote soaring in every possible community.

## THE SOUTHWESTERN

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Friday, August 12, the spotlight was on Betty Gibbons, who was to try for the women's honors. Betty chalked up a very fine flight to Durant, Okla., 92 miles, with 32.5 average in the big Schweizer. The barograph trace showed a smooth flight between 4000 and 6000 feet. On this same day Yerian (109 miles to Ardmore, Okla.), Wiberg (152 miles to Rosedale, Okla.), Cooley (77 mi. to Denison), Watkins (77 mi. to Bonham), and Lambros (42 mi. to McKinney) all made their best flights. Cooley completed his Silver "C." Parker made the only goal prize flight of the event, to Wichita Falls, and won \$150. Other contestants also made good flights.

Friday evening brought the First Annual TSA-IAS joint conference and the special banquet, which was held at the Carswell Air Force Base, Fort Worth. Three hundred guests filled the spacious dining hall of the Officers Club. Drs. Lippisch and Raspet were guests of honor and principal speakers. It was an expression of interest in soaring and the contest by Consolidated Vultee. The banquet was financed by the Southwestern Chapter of the Institute of Aeronautical Sciences and the TSA.

Dr. Lippisch gave an illustrated lecture on the progress of pre-war gliding in both the U. S. and Germany, and on the contribution of glider experiments to developments in aviation. Dr. Lippisch stated a preference for the glider as a research instrument for advanced aircraft designs, and considers it an excellent prototype, highly accurate and dependable in analyzing the performance and stability characteristics of unproved aircraft. Dr. Raspet gave a resume of studies being conducted at Mississippi State College.

Saturday, August 13, was the sixth and final day of the competition. The championship seemed pretty well cinched for Parker, with the only possibility of defeat lying in a Class II set task event. A goal flight to Wichita, Kansas, was set for the day. The prize was \$200, posted by the Wichita Chamber of Commerce. If Wiberg could succeed and Parker should fall with a short flight, Wally would win, but Parker had his sights on the \$150 goal prize offered at Clinton, Okla., and his standing would be secured by any reasonable distance score.

Wiberg was first off at 12:08 P. M., followed by the others, with Parker last. Wiberg made a hard 147 miles, landing near Chickasha, Okla., at 5:30 P. M. His flight points gave him second place in the contest and the title of Texas Soaring Champion. Herb Gibbons made his longest flight, 159 miles to Noble, Okla. Yerian and Krohne's final contest flights ended at Durant, Okla., 92 miles.

Parker assured himself of the Southwestern Championship and the Luscombe Silvaire Trophy by repeating his 133-mile flight of Friday to Wichita Falls. Also to Parker went the highest average speed for all flights, 37.5 mph., and for one flight, 42.6 mph.

Before the story of the contest ends, the performance of George Lambros of St. Louis deserves a special word. This was Lambros' first soaring experience. He arrived with a clean little Briegleb BG-6 and three young air-scout crewmen. After one check ride with Reeves, he