

THE SOARING SOCIETY OF DAYTON, INC., PUBLICITY PROGRAM

by

RAY E. BARRETT

The following letter appeared on the editorial page of the Dayton Daily News, circulation 105,000, under the dateline of 28 Dec. 55.

"SOARING ANSWER"

"To the Editor of The News:

"A recent letter in this column put the finger squarely on the issue of flight training in the United States when it asked the question 'What average family has the money it would take to teach one member to fly?'"

"The Air Force cries for men to take pilot training then scares the pants off 80 per cent of them on their first flight. Civilian flight instruction, as the recent letter pointed out, is out of the question for most young men because of the prohibitive cost.

"There is an answer. Germany had it a long time ago and still has it. Germany trained 75,000 pilots between World Wars I and II without airplanes. . . .

"We need some help, but we also have the answer and are applying it right here in Dayton with very encouraging results.

"The Soaring Society of Dayton, Inc., along with Civil Air Patrol, is now conducting flight training without cost to CAP Cadets on a scholarship basis, not by government subsidy as in some countries, but by industry sponsorship, which is the American way of getting things done.

"The national air youth program of the Soaring Society of America is paying regular dividends in the form of qualified airmen who first learn to fly the logical way, like the birds, without motors. These young men are the civil and military pilots of the future, thanks to a small group of dedicated individuals who are doing something about the pilot shortage versus the high cost of flight training, instead of just sitting around talking about it.

Ray E. Barrett
Asst. Secy. and Treas.
THE SOARING SOCIETY
OF DAYTON."

We have a feeling that this type of publicity is definitely not harmful to gliding and soaring and have every intention of continuing our policy of informing the general public of our aims and purposes. We strongly urge all affiliated groups to make a concerted effort to acquaint everyone with the soaring movement through whatever channels are available. Sure,

but lack the means or know-how, or the initiative to really get behind a nationwide, year around publicity program. While not pretending to set any particular example, our own experience may be of some assistance to other groups, to wit:

First, we organized the S. S. D. on a sound physical basis, incorporating, with constitution and by-laws drawn by a competent corporation attorney. The Board of Trustees, consisting of five members, formulates all policy and recommends to the membership on all matters pertaining to the operation. Regular membership meetings are held once a month at a designated place and time. Attendance is excellent. Following dinner and a short business session including up to the minute financial reports, entertainment is provided by previously appointed chairmen, set up on a calendar basis. No excuse for missing the assignment here. We are giving



Photo: Bob Furnas

The first group of Civil Air Patrol Cadets to take glider training with the Soaring Society of Dayton. Seated: Cadets Floyd, Short, Simon, Col. Burt Bershon (Squadron Commandant), Cadet Denton. The SSD and CAP plan to make this an annual project.

it takes perseverance and hard work by a few, but as our illustrious president, Floyd Sweet, said to the author, it takes a few hard-noses (although he indicated another prominent portion of the anatomy) to keep the ball rolling and soaring alive and active.

We firmly believe that the Soaring Society of Dayton is in a good position to point the way, so to speak, to similar groups who have the desire,

S.S.A. film library a workout, with excellent acceptance.

Our annual dues are \$12.00 of which \$10.00 goes to S. S. A. Sound fantastic? You ain't heard nothin' yet. Thus far this year we have mailed in 38 Active and 7 Student applications in addition to those picked up at our Seventh Annual Wright Memorial Glider Meet from

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