



## ENTERPRISE IN MODERN ADVERTISING

**M**ANY readers of FLIGHT must have watched the non-rigid AD 1 airship as she manoeuvred over London on Friday, July 25. She came up from her temporary base at East Horsley, Surrey (where she has been moored in the lee of a high belt of trees ever since July 13), and returned there again after a cruise of some three hours. Cramlington is the real home of the AD 1, for that is where her shed is. This shed was built for "NS" airships in 1918, but was never used as an airship shed until the Airship Development Co., Ltd.—the builders of the AD 1—took it over last summer. This airship is employed as a medium for aerial advertising, large spaces being provided on each side of the envelope for the "bill-posting."

The AD 1—which was fully described in FLIGHT for November 8, 1929—made her first flight on September 13, 1929 (it was a Friday, too!), and made a number of ascents up to December last, when she was deflated. Some modifications were then carried out, including the fitting of hand starting, dual ignition, a third cockpit, and foot steering in place of a wheel. She was re-inflated last May, and carried out speed trials, attaining a speed of 52 m.p.h., and then made some advertising flights, with such success that the firm booked her again. On June 21 she started out on her flight to her southern base, near the old airship station at Capel, where a pit had been prepared to take her. As this was rather a long flight, it was decided to land at Grantham. She left Cramlington, with Capt. Ball as pilot and Flt.-Sgt. Long as coxswain, under perfect weather conditions, but by the time Lincoln was reached an increasing head-wind was encountered, and from there on to Grantham she had to fight every inch of her way, for the wind rose to a speed which was calculated to have been over 40 m.p.h.

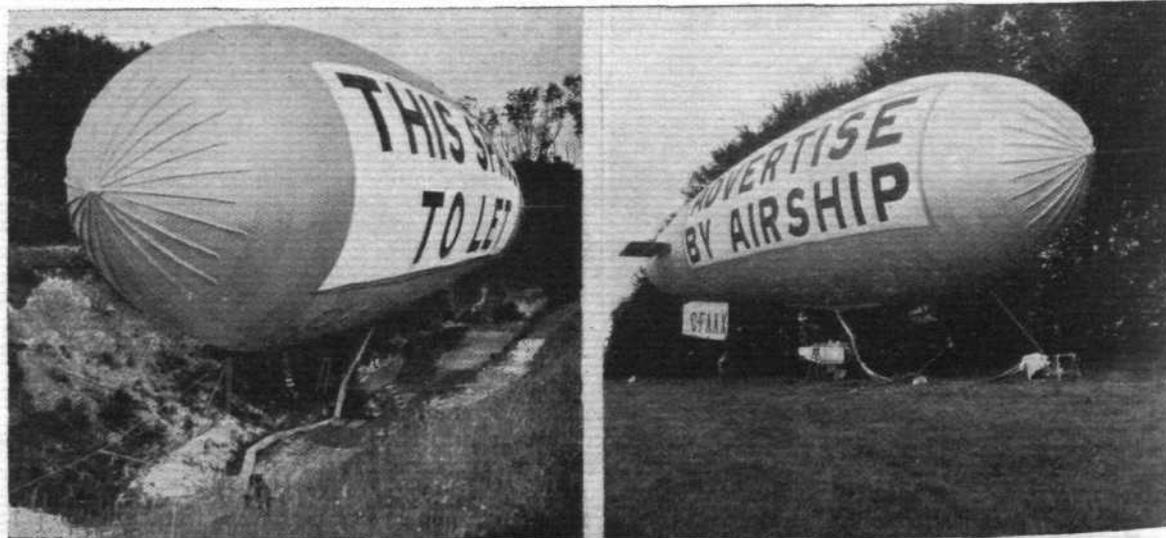
The ship was pitched about somewhat but behaved splendidly, and it speaks well for the skill of her crew, who were naturally out of practice, that she reached base and landed in safety. She remained moored out in a natural shelter, weathering some very high winds with complete success, and left for Capel on Thursday, June 26, leaving Grantham at 8 a.m. and arriving soon after 1 p.m., when she made a splendid landing and was walked into the mooring pit by Capt. Knowles, who had a great deal of experience of mooring out during the latter part of the war.

This system of mooring is exactly the same as that developed by the old No. 1 Squadron R.F.C. (Airships and Kites), and has proved extremely successful. In the days of the army airships the various ships often used to make camps in private parks, and in the manoeuvres of 1913, *Delta* and *Eta* rode out extremely high winds in this manner with great success.

Although the ship was well protected, it was a very difficult place to get her in and out of, but it served its purpose well, and it was while moored out there that the advertising banners were laced to the sides of the envelope.

This job having been done, and the engine having been overhauled, she started out for East Horsley, whence it had been decided she should fly over London and pay the traditional visit to St. Paul's, which all British airships do. She left Capel at 12.30 p.m., in a nasty wind, and landed some two hours later, and was safely moored.

On the night of the 14th the wind threatened to blow from a point more to the north, and the rain came down in torrents, so the ship had to be moved to a more sheltered position. A volunteer handling party was collected, and these, together with the ship's proper crew (which consists of a coxswain



NATURAL AIRSHIP HARBOURS: The "AD 1" at two of her open-air mooring bases. On the left the pit at Capel, and on the right, a natural tree-shelter.