Cherry Red Airline
Saskatchewan's Forgotten Pioneer Air Service
1928–1931





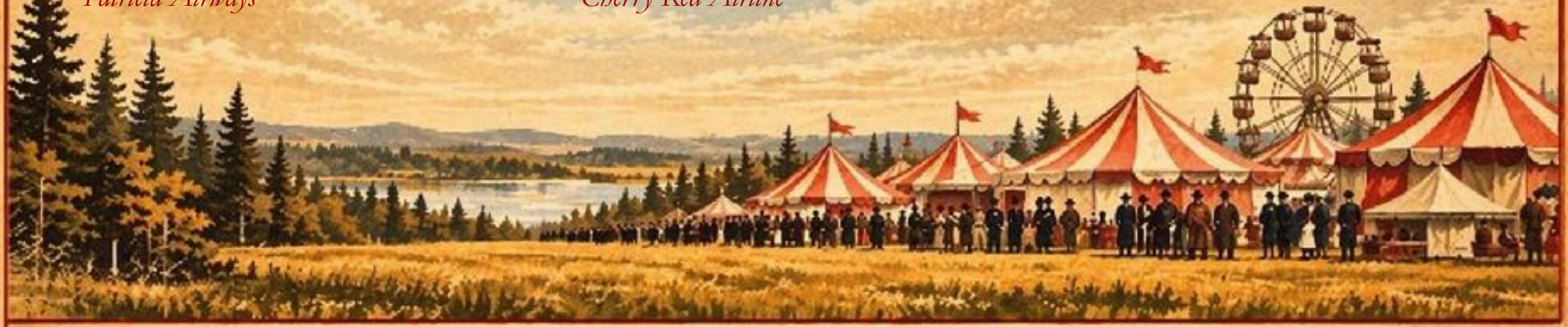
Presentation by Robert Galway for the Canadian Aerophilatelic Society: November 1, 2026

The 14 Aviation Companies that form the Semi-Official Group

Laurentide Air Service
Northern Air Service
Jack V. Elliot Air Service
Elliot- Fairchild Air Service
Fairchild Air Transport
Patricia Airways & Exploration Co.
Patricia Airways

Western Canada Airways
Commercial Air Service
Canadian Airways
Yukon Airways
Klondike Airways
BC Airways
Cherry Red Airline





THE COMPANY STAMP





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CL46a -- Cherry Red Airline
10c with serif on "A" of "AIR" variety,

PILOT SIGNED. "A. Malone"

$99.00
approx US$74.2
View/Buy
5053

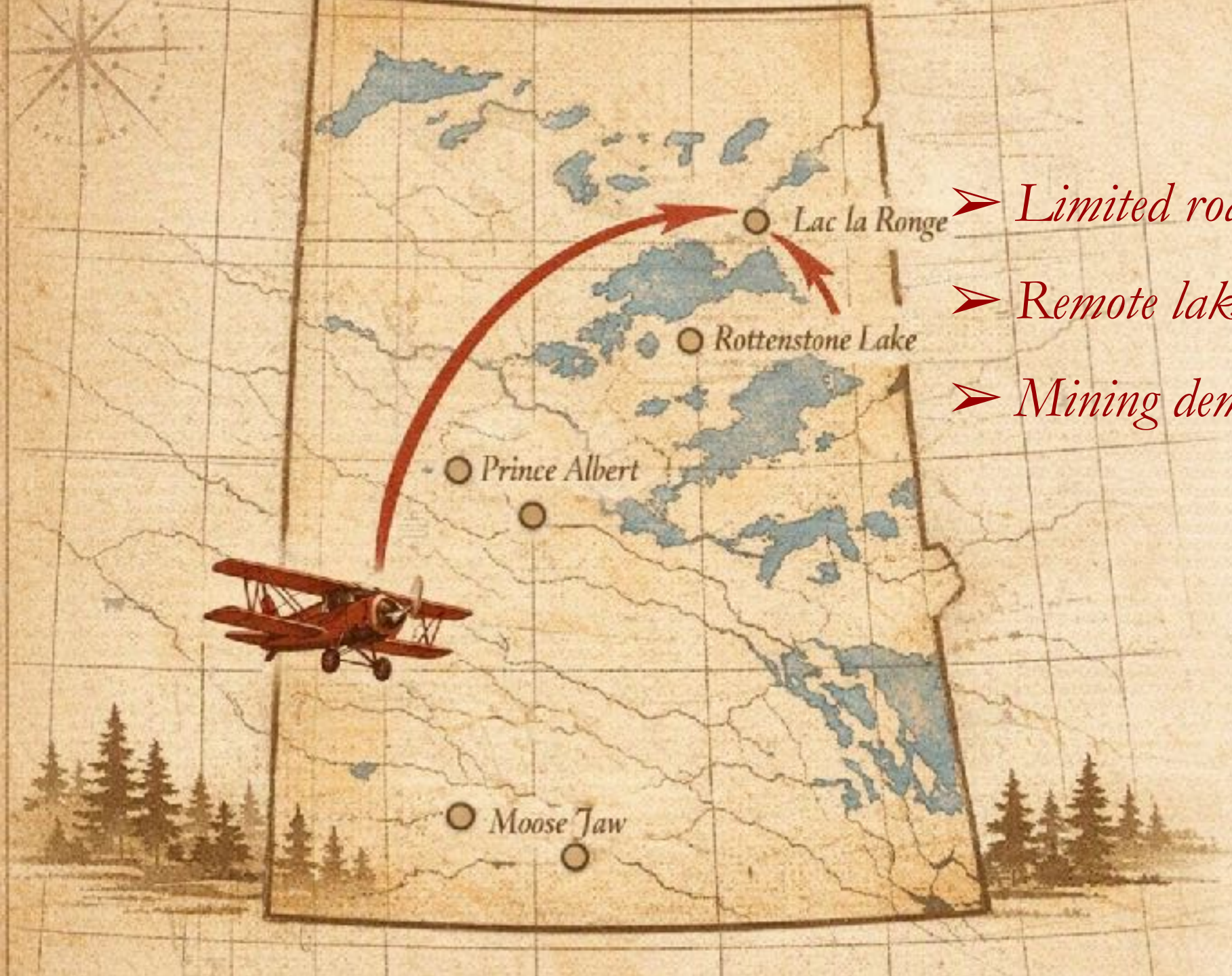
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Why This Story Matters






- *First Prince Albert-based airline*
- *Northern mining transport*
- *Private airmail*
- *Survival and preservation*



- *Limited roads*
- *Remote lakes and Muskeg*
- *Mining demand*

The Founders



Norman Cherry

Harry Holroyde

*

Local vision, Northern opportunity







- *Purchased in 1928*
- *Flown from Memphis to Prince Albert*
- *Small aircraft, big beginning*

The Pheasant H-10



Barnstorming in Northern Saskatchewan



Country Fairs

Passenger Rides

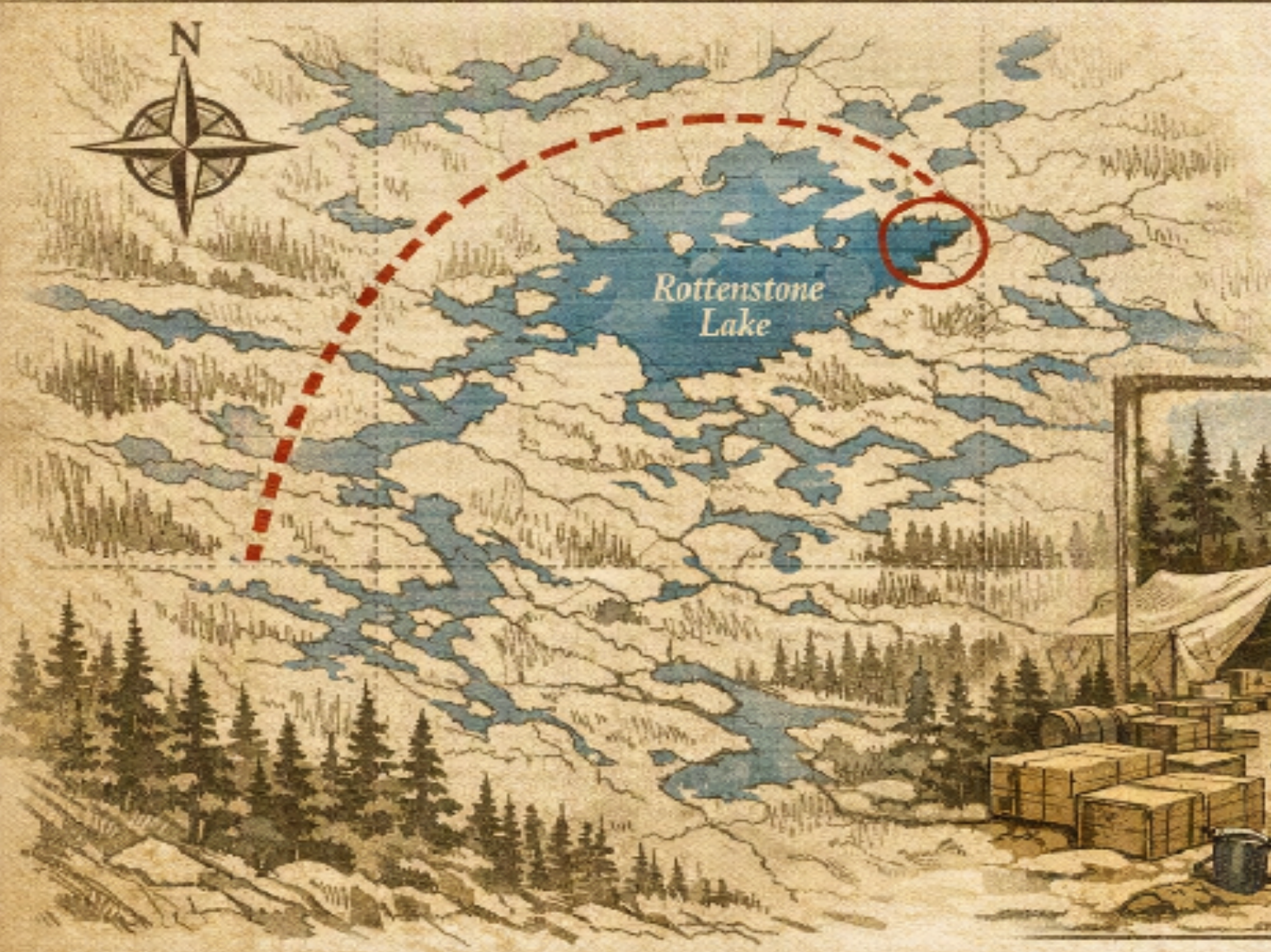
Public Excitement about Flight

Barnstorming in Northern Saskatchewan





"Rottenstone Lake Mineral Rush"



Prospectors and mining camps

Freight and personnel transport

Aircraft as lifeline





Cherry Red Airlines' Pheasant G-CASR undergoing repairs on the river at Prince Albert during the winter of 1929-30. This airplane is now on display at the Western Development Museum at Moose Jaw.

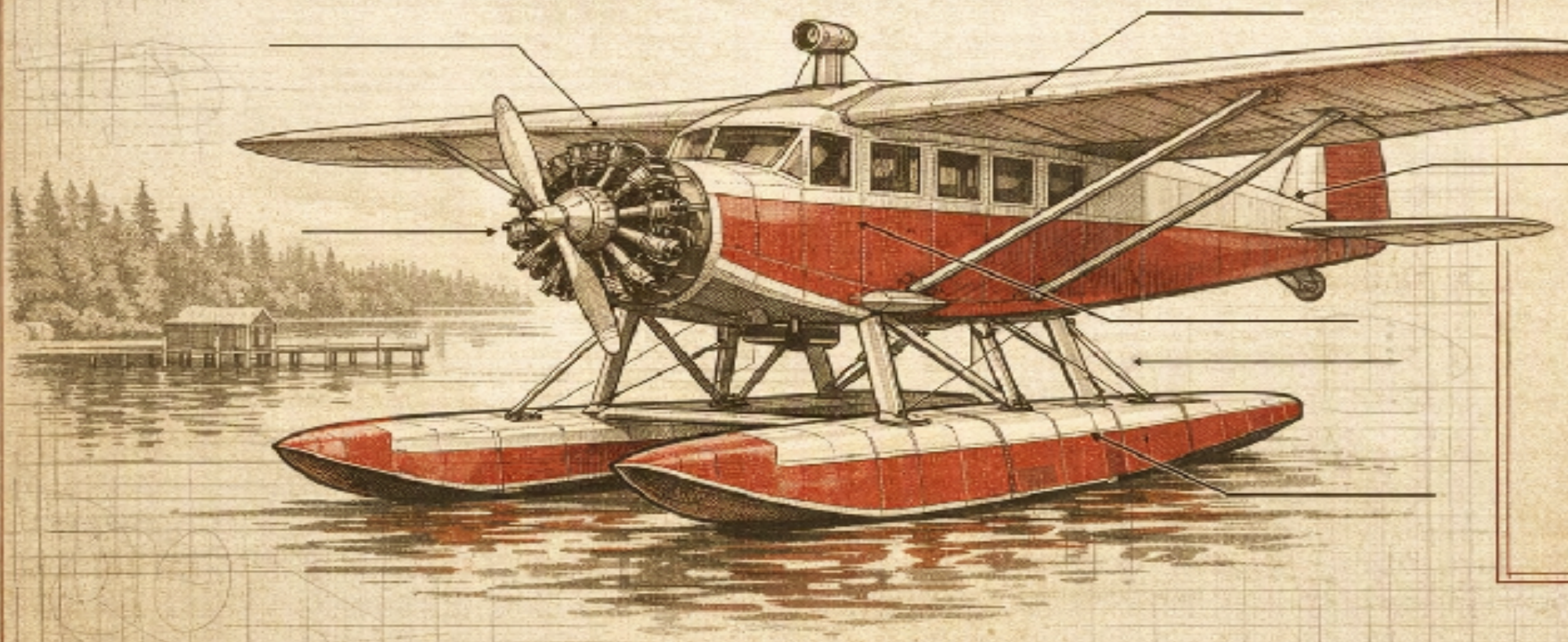
Photograph Courtesy of Ray Crone.



Expensive Freight $50 Bales of Hay
Geography shaped Economics

What happened to the Horse ?

"The Buhl Air Sedan"



Six seats

300-hp Wright engine

Pontoons, heaters, periscope

Competition



Western Canada Airways

Contract

Pressure

Timing mattered



"Private Airmail"

10 ¢ per ounce

Collector Varieties

25,000 stamps
10 cents per ounce
Collector varieties

Fort Nigh

Please exchange to Waskesiu.



CHERRY RED AIRLINE LIMITED

ALBERT ALTA
PRINCE
AUG 29
1930
8 AM

INSURE YOUR PARCELS AT THE POST OFFICE



BY AIR MAIL
PAR AVION

Mr. W.R.Patton,
Waskesiu Lake,
Sask.

The loss of the Buhl Air sedan in October 1929 was followed just days later by the New York stock market crash 12, 13. The ensuing Great Depression brought a sudden end to mineral prospecting in the north



Engine failure

Forced landing

Buhl destroyed


The Fisher Family Survives
Crash Site
Slough
"The Fisher Family Survives"
Rev. G. W. Fisher and
family Pilot Alva Malone
No injuries

FISHER PRAISES PILOT'S COOLNESS IN PLANE CRASH

Malone Did Best To Save Cherry Plane From Disaster

A further corroboration of the coolness displayed by Alva Malone, pilot of the Cherry Red Airline Buhl sedan which crashed after engine failure on its eventful trip to Lac la Ronge on October 5, is supplied by Rev. G. W. Fisher, principal of the Indian residential school at Lac la Ronge, who with his wife and two children were passengers in the plane when it was forced to earth. Mr. Malone is believed to discredit any coolness or skill on his part, but the following account of the wreck only adds to other compliments extended to the pilot in saving the lives of his passengers.

The following has come directly from the Rev. G. W. Fisher, and says: "This is to state that I was a passenger in the Cherry Airways' plane that crashed in a small lake north of Montreal lake, on Saturday, October 5th, 1929.

large lake in the distance, which pilot Malone attempted to reach.

"We were flying at 3,000 feet with a forty mile headwind. Suddenly the engine appeared to go all to pieces, and began to knock violently; and it was impossible to reach the above mentioned lake, as we were losing altitude rapidly. The pilot decided to take a chance in a nearby small shallow lake. He made a splendid landing, but the lake was too small to bring the plane to a normal standstill, and we crashed into some dead spruce at the end of the lake.

"As far as I can remember the upper wings of the plane were destroyed, and the lower ones broken off entirely. The pontoons crumbled and the motor was broken in places. The fusilage was broken and warped. From my judgment I would say, that I consider the plane a complete wreck.

"I would like to add a word of testimony to the coolness of Pilot Malone, who did all he possibly could to save his plane from disaster.

" Signed at Lac la Ronge this fourteenth day of October, 1929."

(Rev.) G. W. Fisher, Principal.



“Economic Collapse”





Stock Market Crash
Depression
Mining Traffic
Disappears

"The End of Cherry Red"







Wound up in 1931 Shareholders paid 65 cents on the dollar. Vision outlasted the company

"The End of Cherry Red"







Wound up in 1931 Shareholders paid 65 cents on the dollar. Vision outlasted the company

Stored for years
Restored by WDM and volunteers
Oldest surviving airplane in Saskatchewan



"The Pheasant Preserved"

"Legacy"

Aviation pioneer



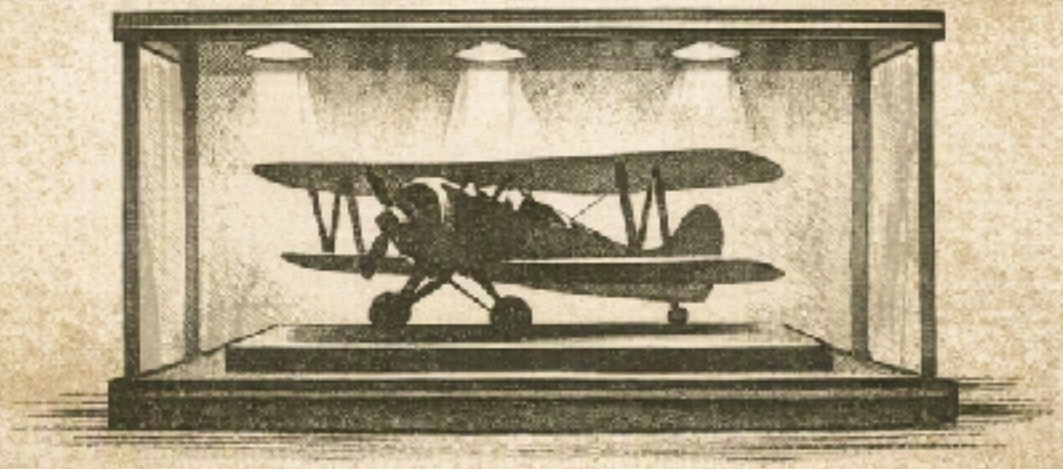
Airmail innovator



Bush flying example



Preserved heritage



Cherry Plane Wrecked



Rev. W. N. Fishor, missionary, his wife, two children and Pilot Alva Maloney miraculously escaped death when the Cherry Red Airlines Buhl plane, shown above, was almost totally wrecked in a forced landing Saturday near Lac le Rouge.

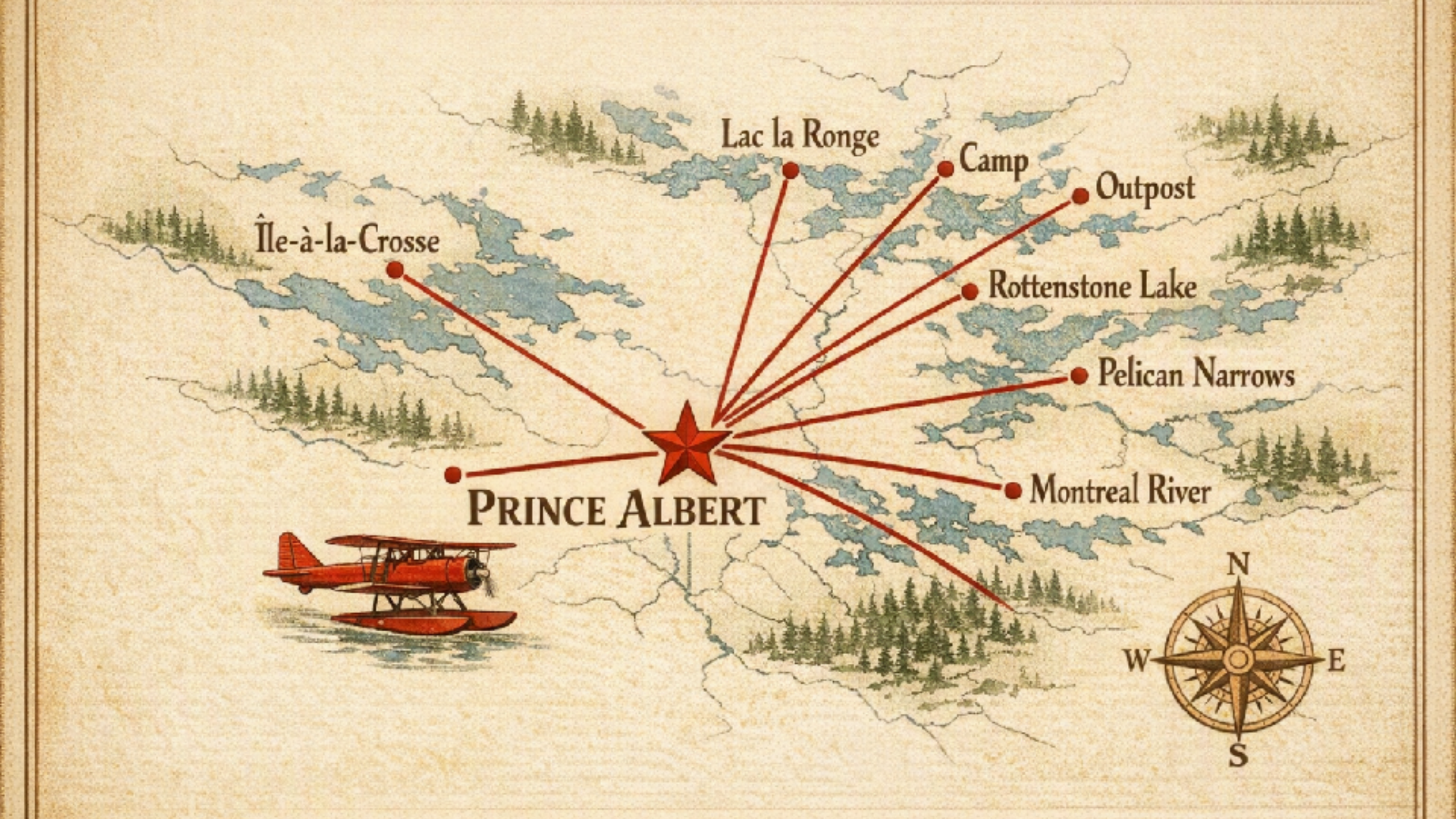

Lac la Ronge
Camp
Outpost
Île-à-la-Crosse
Rottenstone Lake
Pelican Narrows
Montreal River
PRINCE ALBERT
N
W
E
S



Figure 4 – Flight from Lac la Ronge to Christopher Lake on March 11, 1930. The envelope is imprinted with an image of the Buhl Airsedan. This flight like many others was primarily a mail run.



Figure 6 – April 11, 1931 flight to and from the Cree First Nation settlement at Pelican Narrows piloted by J.B. Home-Hay and received at Pelican Narrows by W.C. Rothnie. This was one of the last flights of Cherry Red Airline.

“Closing Thoughts”



Small airline.

Short life.

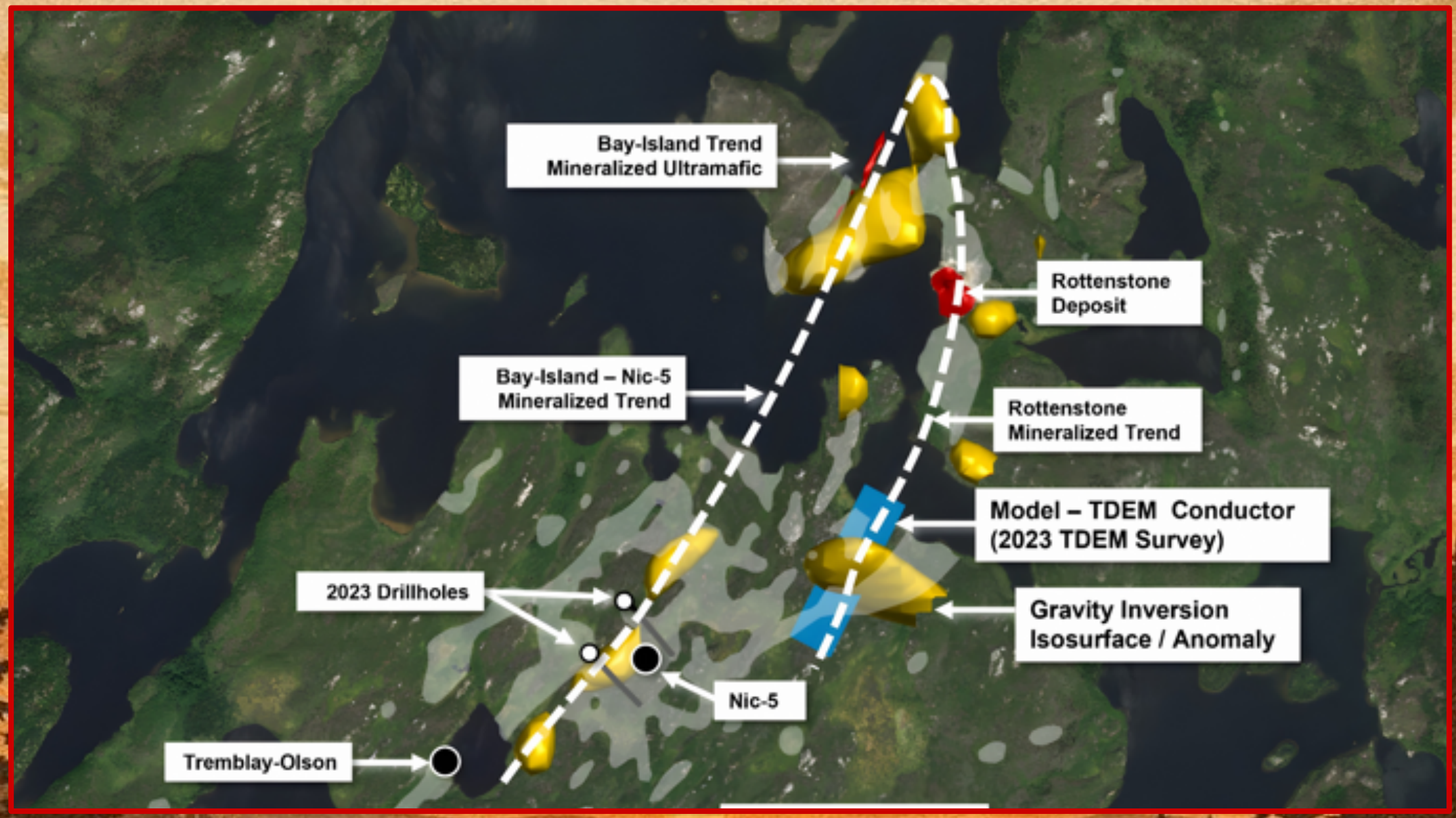
Lasting legacy



"Rottenstone Then and Now"






Bay-Island Trend
Mineralized Ultramafic
Rottenstone
Deposit
Bay-Island – Nic-5
Mineralized Trend
Rottenstone
Mineralized Trend
Model – TDEM Conductor
(2023 TDEM Survey)
2023 Drillholes
Gravity Inversion
Isosurface / Anomaly
Nic-5
Tremblay-Olson





Cherry Red Airlines' first airplane, a Pheasant H-10, surrounded by interested onlookers during a barnstorming visit to Landis, Saskatchewan in May 1929.
Photograph courtesy of Ray Crone.

Precis



THE STORY OF CHERRY RED AIRWAYS: SASKATCHEWAN'S FORGOTTEN PIONEER AIR SERVICE

Cherry Red Airline, established in 1928 by **Norman Cherry** and **Harry Holroyde**, was a pioneering force in Saskatchewan's aviation history as the first airline based in Prince Albert. Starting with a **Pheasant biplane** for barnstorming, the company rapidly evolved to serve the 1920s northern mineral rush, acquiring a state-of-the-art **Buhl CA-6 Air sedan** for heavy transport and airmail. Despite its innovative spirit—including the issuance of Canada's first private airmail stamps—the airline faced daunting challenges, from fierce competition with Western Canada Airways to the total loss of its flagship aircraft in a miraculous 1929 crash. The economic collapse following the 1929 stock market crash ultimately ended the venture in 1931. Today, its legacy is preserved through the oldest surviving airplane in Saskatchewan and the ongoing mineral exploration in the rugged north it once helped to open.




PHEASANT



Acknowledgements

Before I close, I would like to offer special thanks to Les Ostryk

This presentation stands on the efforts of people who preserve documents, photographs, envelopes, stamps, aircraft records, local memories, and regional aviation stories. I am especially grateful to Les for his interest, encouragement, and support in helping bring the Cherry Red Airline story into presentation form.

Wings of the North: The Saga of Cherry Red Air Service (1928–1931)

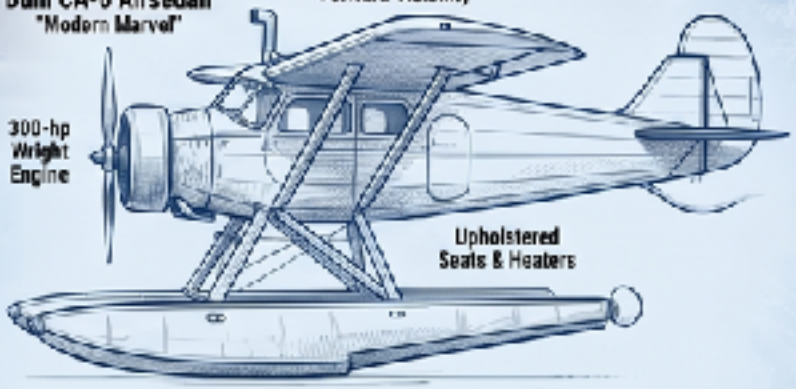
1928: Founding the Vision



The "Red Pheasant" H-10
Founded by Norman Cherry & Harry Holroyde. Cherry returned from California with a passion for flight, partouring with Holroyde to fill unmet northern mine transport demand.

Barnstorming Beginnings
Purchased for £3,723.
Initially for stunt flying at Edgerunda. Drilled fustiwhacked poor Indiana rugged northern service.

Buhl CA-6 Airsedan
"Modern Marvel"





The Enduring Legacy



The Oldest Airplane in Saskatchewan
Restored Pheasant H-10 at Moose Jaw.
Original aircraft restored by RCAF, now a permanent exhibit at the Western Development Museum.

1928: Founding the Vision

1929: The Golden Age & The Modern Marvel



Rottenstone Mineral Rush
Flying to the "Great Mineral Area". Mining companies paid up to $700 per trip for personnel and freight transport.



Fierce Competition in the Sky
Rivalry with Western Canada Airways
While Cherry Red delayed by customs "red tape", pilot H. Hollick Kenyon of Western Canada Airways secured primary smelting contracts.



The High Cost of Bush Flying
$20 for a single bale of hay.
Exorbitant costs led Smelters in order managers to "shoot the horse" to save money.

Innovation in Philately



Canada's First Private Airmail Stamps
20,000 stamps issued July 1928. Sanctioned by Post Office before official airmail postage.



Rare "Snow on Wings" Variety
Red color plate-shift occurring across a prized registration error.



Rare "Serif on Crossbar" Variety
Distinctive printing flaw likely debris on sheet.

1929–1931: Crisis and Closure

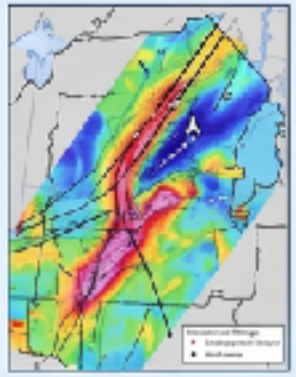


The Economic Tailspin
Stock Market Crash & Great Depression
Ended mineral prospecting, drying up primary revenue.



1931: Winding Up Operations
Dissolution and 65-cent returns
Cherry Red officially ceased operations, returning only 65 cents on the dollar to shareholders.

The Enduring Legacy



Modern Exploration: The Albert Lake Project
Fathom Nickel continues the search.
Today, the mineral area Cherry Red pioneered in aptiva, with modern surveys uncovering new high-grade nickel and copper corridors.

NotebookLM



Sources and Further Reading

- Saskatchewan Mineral Deposit Index (Rottenstone Mine) [Cherry Red...ve Summary I Word]
- Prince Albert Daily Herald, *Museum Musings: Cherry Red Airlines* [Cherry Red...ve Summary I Word]
- American Air Mail Society, *The Air Mails of Canada and Newfoundland* [Cherry Red...ve Summary I Word]
- British North America Philatelic Society, *Cherry Red Airline Flights* [Cherry Red...ve Summary I Word]
- Western Development Museum, *Red Pheasant Aircraft History* [Cherry Red...ve Summary I Word]
- Canadian Civil Aircraft Register (CF-AAY) [Cherry Red...ve Summary I Word]
- Fathom Nickel, *Albert Lake Project* [Cherry Red...ve Summary I Word]
- Library and Archives Canada, *The Beginning of Airmail Delivery* [Cherry Red...ve Summary I Word]
- Author's Cherry Red Airways Presentation Collection [Cherry Red...ve Summary I Word]


Thank you for your attention.
Questions and discussion
welcome.



This Presentation was brought to you by

Dr. Hugh Robert Galway

B.A., M.D., F.R.C.S.(C)
Toronto, Ontario, Canada

Email: *rdgalway@gmail.com*

