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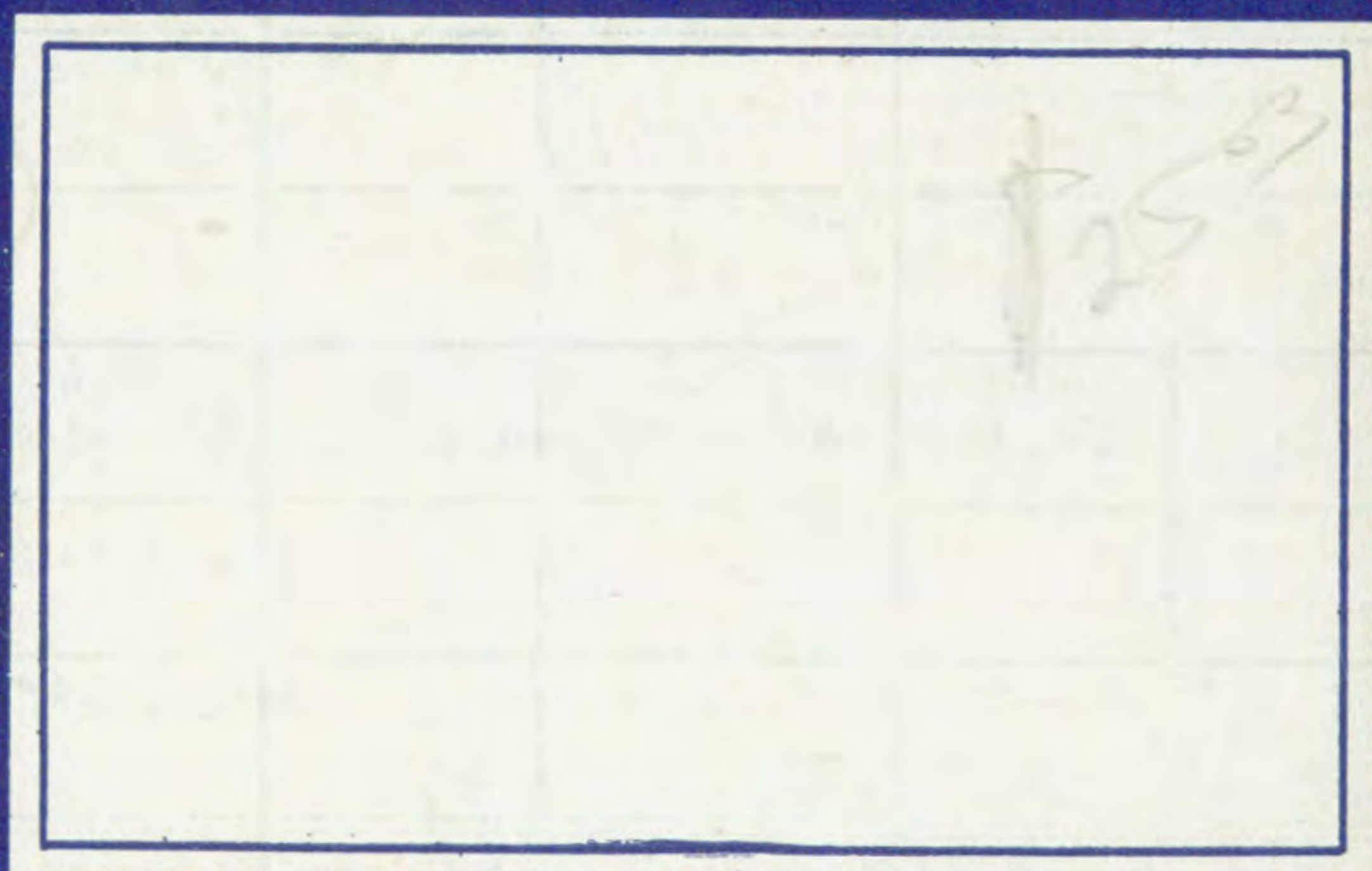
AMERICAN AIRLINES



SYSTEM TIME TABLES

JAN. 14
1935

AMERICAN AIRLINES



SYSTEM TIME TABLES SYSTEM TIME TABLES

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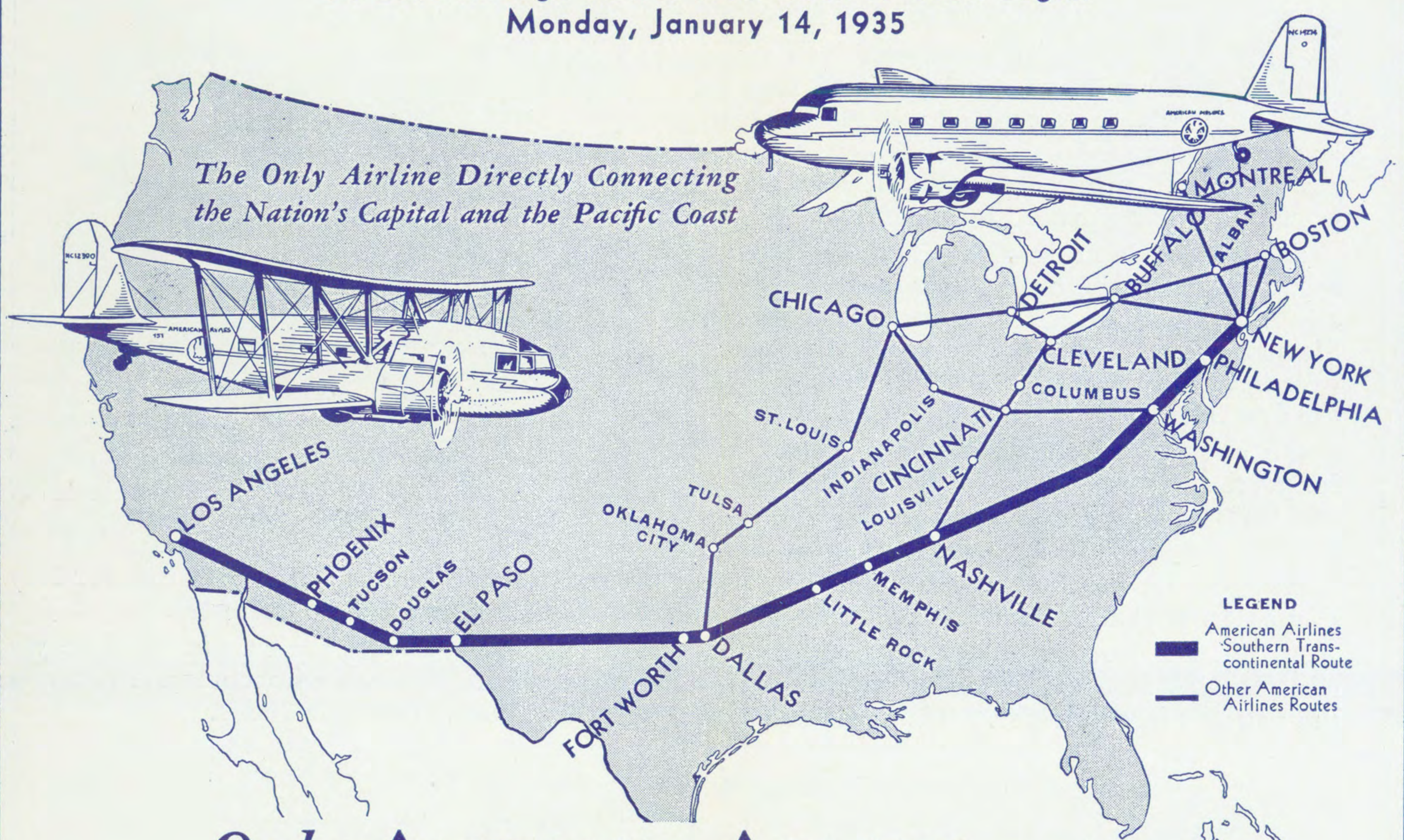
JAN. 14
1935

New SPEED—*New* COMFORT



The Fair Weather Route NEW YORK-CALIFORNIA

De Luxe Through Service From Coast to Coast Begins
Monday, January 14, 1935



Only AMERICAN AIRLINES *combines*
Douglas Airliner Speed with
Condor Sleeper-plane Comfort

On the Transcontinental Run

(See Page 4 for Complete Schedules)

Different duties demand

AMERICAN AIRLINES matches these planes to their jobs on its nationwide system



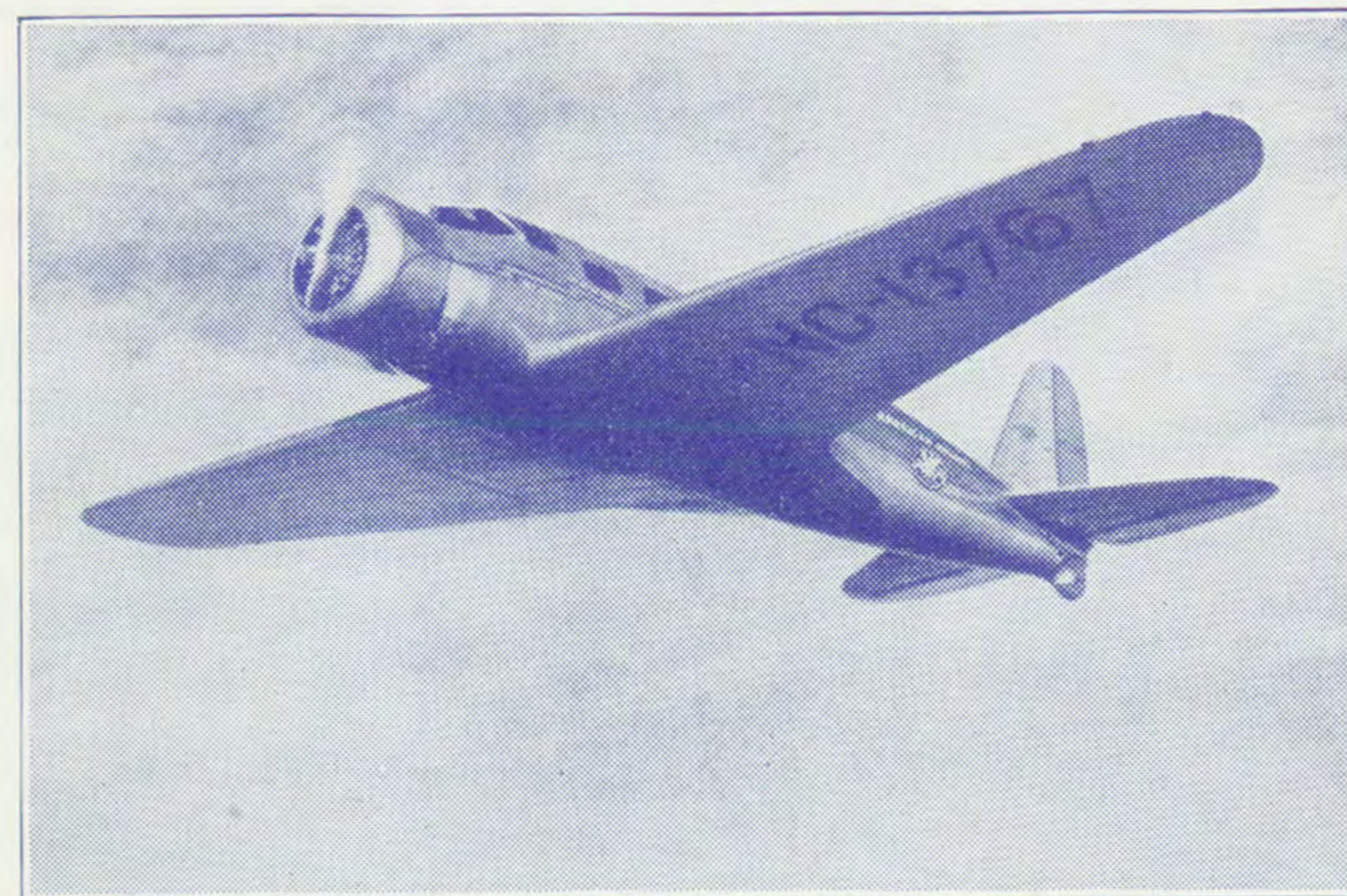
WHEN an airline spans the nation, linking North to South and East to West, no one plane will do all jobs as perfectly as American Airlines believes necessary. Travel problems in any mode of transportation differ with localities served.

So it is on American Airlines' nationwide system. On overnight trips passengers should sleep. So we introduced completely convertible Sleeper Planes, the world's first. They make overnight air travel pleasant and practical for the first time.

On our central routes where distances are long, the Vultee, world's fastest transport, conquers space on schedule, three real miles a minute; and the nation shrinks in size.

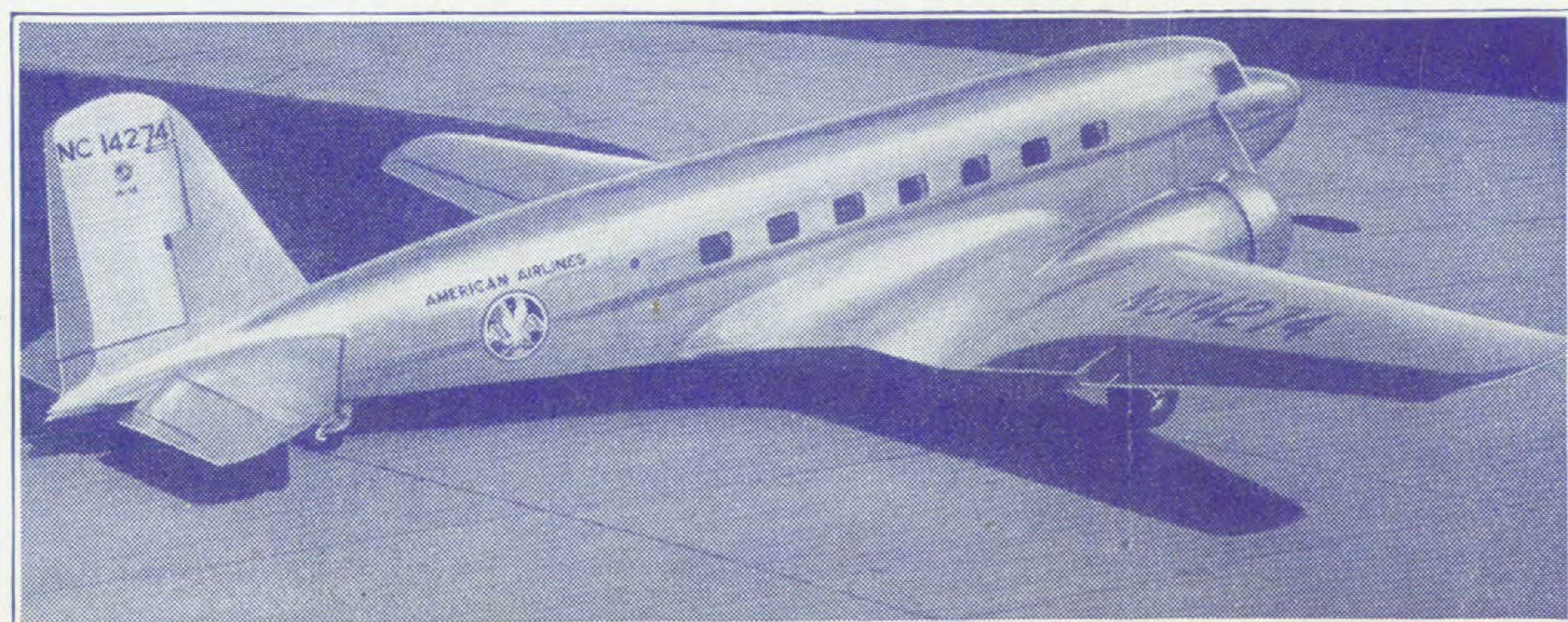
Heavy trunkline traffic needs planes to carry many persons comfortably. So with Condor Day Planes American Airlines leads a new era of quiet, roomy comfort for air passengers.

Finally, inter-metropolis passengers must have speed, non-stop, to save their time. And so we add the New Douglas to lend great speed at lounging comfort to those who commute between the nation's largest cities. Thus it is American specializes planes for their duties.



The VULTEE, World's Fastest Transport

flies the level routes of American Airlines in the Central States, cruising comfortably and smoothly at 215 miles an hour. Carrying eight passengers and crew, this highest speed plane has popularized air travel between Chicago and St. Louis, Tulsa, Oklahoma City, Dallas, Ft. Worth; Chicago, Indianapolis and Cincinnati; and between Cleveland and Nashville via Columbus, Cincinnati and Louisville.



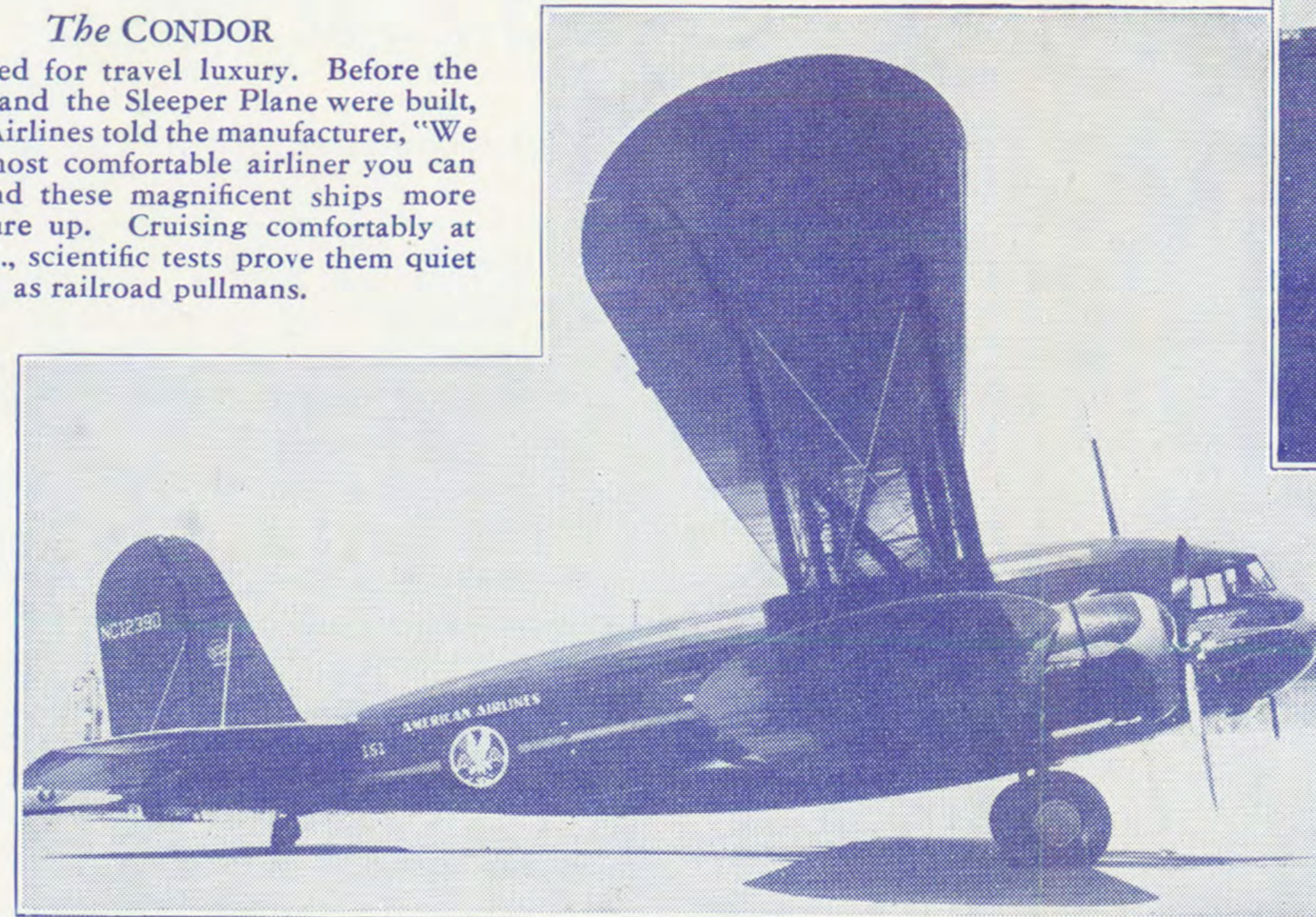
THE New DOUGLAS—

American Airlines has an entire fleet of them—will bring metropolitan cities within a few hours of each other. On the Southern Transcontinental and between New York and Chicago, this latest equipment is an added reason for flying these popular air routes. These planes carry 14 passengers in cabins warmed by steam heat, thermostatically controlled. Cruising speed is 195 miles per hour.

different planes

The CONDOR

is unexcelled for travel luxury. Before the Day Plane and the Sleeper Plane were built, American Airlines told the manufacturer, "We want the most comfortable airliner you can build." And these magnificent ships more than measure up. Cruising comfortably at 160 M.P.H., scientific tests prove them quiet as railroad pullmans.



The SLEEPER PLANE

Only American Airlines operates Sleeper Planes. These 12-passenger, convertible air pullmans are, says the U. S. Dept. of Commerce, "The most advanced idea in passenger comfort and convenience." And so we use them on overnight trips. Berths are longer than railroad standard—you can stretch out. More than 4,000 men, women and children have used the Sleepers in 6 months.



AIR SCHEDULES

CORRECTED TO JANUARY 14, 1935

SUBJECT TO CHANGE WITHOUT NOTICE

SOUTHERN TRANSCONTINENTAL SERVICE

BOSTON—NEW YORK—WASHINGTON—DALLAS—FT. WORTH—LOS ANGELES

Table 1: Air schedule for Boston-New York-Washington-Dallas-Ft. Worth-Los Angeles. Includes columns for Read Down and Read Up with flight numbers and times.

BOSTON—NEW YORK—CLEVELAND—DALLAS—FT. WORTH—LOS ANGELES

Table 2: Air schedule for Boston-New York-Cleveland-Dallas-Ft. Worth-Los Angeles. Includes columns for Read Down and Read Up with flight numbers and times.

Equipment—The Southerner—New York-Ft. Worth Douglas planes, Dallas-Los Angeles Condor Sleepers; trips 3 and 4—Nashville-Ft. Worth Condors, Dallas-Los Angeles Douglas planes; trips 5 and 6 Stearmans; trips 7 and 8 Condors. M-1, 2, 3, 4, 5, 6.

NEW YORK—BUFFALO—DETROIT—CHICAGO

Table 3: Air schedule for New York-Buffalo-Detroit-Chicago. Includes columns for Westbound and Eastbound with flight numbers and times.

Equipment—Trips 1, 2, 3, 4, 9 and 10 Douglas; trips 5, 6, 23 and 24 U-Stinsons; trips 7, 8, 11 and 12 Condors. Sleeper planes open for occupancy at 10.00 p.m. and may be occupied until 7.00 a.m. M-1, 2, 5, 6, 7, 8, 23, 24, m-4.

Use Air Mail. Opened First—Read First—Answered First

BOSTON—HARTFORD—NEWARK—NEW YORK—PHILADELPHIA—WASHINGTON

Table 4: Air schedule for Boston-Hartford-Newark-New York-Philadelphia-Washington. Includes columns for Southbound and Northbound with flight numbers and times.

Equipment—Boston-New York Condors; New York-Washington trips 1 and 2 Douglas, trips 7 and 8 Condors. M-1, 2, 3, 4, 5; m-9. NOTE—No local passengers or express carried between Hartford and New Haven.

NEW YORK—DETROIT—CHICAGO—ST. LOUIS—DALLAS—FT. WORTH—LOS ANGELES

Table 5: Air schedule for New York-Detroit-Chicago-St. Louis-Dallas-Ft. Worth-Los Angeles. Includes columns for Read Down and Read Up with flight numbers and times.

Equipment—New York-Chicago trip 2 Douglas; trip 5 U-Stinson; trips 11 and 12 Condors; trips 7 and 8 Condor Sleepers; Chicago-St. Louis trips 1 and 2 Condors; trips 3 and 4 Fords; trips 5 and 6 Vultees; St. Louis-Ft. Worth Vultees; Dallas-Los Angeles Condor Sleepers. M-1, 2, 3, 4; m5, 6.

DETROIT—CLEVELAND

Table 6: Air schedule for Detroit-Cleveland. Includes columns for Read Down and Read Up with flight numbers and times.

Equipment—Stinson A.

REFERENCE NOTES

d—Daily. f—Flag stop. †—Daily except Sunday and Holidays. ⊕—Southbound trip Montreal-New York operated by Canadian Colonial Airways Ltd. ⊖—Stops to discharge passengers from Tucson and points west, and to pick up passengers holding advance reservations for Memphis or Tulsa and beyond. ‡—No local service between East St. Louis and St. Louis. Operated for benefit of through passengers holding advance reservations to or from Springfield, Ill., and points beyond. ◆—Extra fare plane. See table 3 for extra fares. †—Meal aloft. ⊙—Meal stop. *—No local passengers or express carried between Hartford and New Haven. B.A.L.—Bowen Air Lines. U.A.L.—United Air Lines.

Inquire About Our Fast Nation Wide Air Express Service. Packages Carried on all Planes

BOSTON—BUFFALO—DETROIT—CHICAGO

Table 7: Air schedule for Boston-Buffalo-Detroit-Chicago. Includes columns for Read Down and Read Up with flight numbers and times.

Equipment—Boston-Albany U-Stinsons; Albany-Buffalo Condors; Boston-New York Condors; New York-Chicago trips 7 and 8 Condor Sleepers, other trips Douglas.

BOSTON—ALBANY—CLEVELAND NEW YORK—ALBANY—MONTREAL

Table 8: Air schedule for Boston-Albany-Cleveland-New York-Albany-Montreal. Includes columns for Read Down and Read Up with flight numbers and times.

Equipment—Trips 1 and 2—New York-Albany U-Stinsons; Albany-Montreal Vultees; trips 3 and 4 Boston-Albany U-Stinsons, New York-Cleveland Condors.

CHICAGO—CINCINNATI—WASHINGTON

Table 9: Air schedule for Chicago-Cincinnati-Washington. Includes columns for Read Down and Read Up with flight numbers and times.

Equipment—Chicago-Cincinnati trips 1 and 2 Vultees; trips 3 and 4 Fords; Cincinnati-Washington Fords. M-1, 2; m-3.

AMERICAN AIRLINES



GENERAL OFFICES: 4848 West 63rd St., Chicago, Ill.

TRAFFIC DEPARTMENT

CHARLES A. RHEINSTROM, Genl. Traffic Mgr. 4848 W. 63rd St., Chicago
R. M. COMBS, Jr., Express Traffic Manager... 4848 W. 63rd St., Chicago

R. S. MAUGHAM, District Traffic Manager... 45 Vanderbilt Ave., New York
C. R. SPEERS, District Traffic Manager... 312 So. Michigan Ave., Chicago
J. K. LYLES, District Traffic Manager... Meacham Field, Ft. Worth

INFORMATION—RESERVATIONS—TICKETS

| | | | | | |
|-----------------------------------|--|------------------------|-----------------------------------|---|---------------------------|
| ABILENE, TEXAS | Ticket Office, Hilton Hotel Lobby..... | Tel. 3261 | LOS ANGELES, CALIF. | Ticket Office, 608 S. Olive St. | Tel. Michigan 4333 |
| | Reservations, Municipal Airport..... | Tel. 7021 | | Hollywood Ticket Office, 6733 Hollywood Blvd. | Tel. Granite 2616 |
| ALBANY, N. Y. | Ticket Office, 4 James Street..... | Tel. Albany 5-2141 | | Passenger Terminal, Grand Central Air Terminal, Glendale, Calif., Tel. Omaha 3-4427 or Douglas 2037 | Tel. Highland 4600 |
| | Reservations, Albany Airport..... | Tel. 2-4466 or 2-4467 | LOUISVILLE, KY. | Reservations, Kentucky Hotel..... | Tel. Wabash 2813 |
| ANN ARBOR, MICH. | Ticket Office, Mich. Alumni Travel Bureau..... | Tel. 4121 | | Passenger Terminal, Bowman Field..... | Tel. Highland 4600 |
| | Passenger Terminal, Municipal Airport..... | Tel. 9270 | MEMPHIS, TENN. | Ticket Office, Hotel Peabody..... | Tel. 8-3245 |
| BATTLE CREEK, MICH. | Ticket Office, Auto Club..... | Tel. 2-5121 | | Passenger Terminal, Municipal Airport..... | Tel. 3-2340 |
| | Passenger Terminal, Kellogg Airport..... | Tel. 2-3914 | MILWAUKEE, WIS. | Consolidated Air Ticket Office, 759 N. Broadway, | Tel. Daly 5311 |
| BIG SPRING, TEXAS | Passenger Terminal, American Airlines Field..... | Tel. 1160 | | Reservations, Hotel Mount Royal..... | Tel. Plateau 2500 |
| BOSTON, MASS. | Ticket Office, 250 Boylston St..... | Tel. Commonwealth 6130 | MONTREAL, QUE., CAN. | Passenger Terminal, St. Hubert Airport, Tel. Longueuil 525 | Tel. 6-0915 |
| | Reservations, Boston Airport..... | Tel. East Boston 2040 | | Ticket Office, Hermitage Hotel..... | Tel. 6-2211 |
| BUFFALO, N. Y. | Ticket Office, Statler Hotel..... | Tel. Washington 3861 | NASHVILLE, TENN. | Passenger Terminal, Sky Harbor Airport..... | Tel. Market 3-2970 |
| | Reservations, Buffalo Airport..... | Tel. Fillmore 4044 | NEWARK, N. J. | Passenger Terminal, Newark Airport..... | Tel. Market 3-2970 |
| CAMDEN, N. J. | Terminal Office, Central Airport..... | Tel. 5690 | NEW HAVEN, CONN. | Passenger Terminal, Municipal Airport..... | Tel. New Haven 4-1500 |
| CHARLESTON, W. VA. | Ticket Office, Lobby Union Bldg..... | Tel. Capitol 27-271 | | Reservations, 45 Vanderbilt Ave..... | Tel. V. Vanderbilt 3-2580 |
| | Passenger Terminal, Wertz Field..... | Tel. South 4532 | NEW YORK, N. Y. | Passenger Terminal, Newark Airport..... | Tel. Market 3-2970 |
| CHICAGO, ILL. | Ticket Office, 312 S. Michigan Ave..... | Tel. Wabash 5900 | | Ticket Office, 204 N. Broadway..... | Tel. 3-4214 |
| | Passenger Terminal, Municipal Airport..... | Tel. Grovehill 1400 | OKLAHOMA CITY, OKLA. | Passenger Terminal, Oklahoma City Airport..... | Tel. 3-7308 |
| CINCINNATI, OHIO | Ticket Office, Gibson Hotel Lobby..... | Tel. Parkway 1400 | | Ticket Office, Pere Marquette Hotel..... | Tel. 4-5070 |
| | Traffic Office, 2304 Union Central Bldg..... | Tel. Cherry 6052 | PEORIA, ILLINOIS | Passenger Terminal, Peoria Airport..... | Tel. 5322 |
| | Passenger Terminal, Lunkin Airport..... | Tel. East 4700 | PHILADELPHIA, PA. | Airlines Ticket Office, 1339 Walnut St.—Pennypacker 1877 | Tel. Camden 5690 |
| CLEVELAND, OHIO | Ticket Office, Union Trust Bldg, Arcade..... | Tel. Cherry 3900 | | Central Airport (Camden, N.J.)..... | Tel. Camden 5690 |
| | Passenger Terminal, Cleveland Airport Tel. Clearwater 3300 | | PHOENIX, ARIZ. | Ticket Office, 17 E. Jefferson St..... | Tel. 3-5609 or 4-3506 |
| COLUMBUS, OHIO | Ticket Office, Deshler-Wallick Hotel..... | Tel. MAIn 3303 | | Passenger Terminal, Sky Harbor Airport..... | Tel. 3-7476 |
| | Pass. Terminal, Port Columbus Airport—Evergreen 4618 | | PITTSBURGH, PA. | Air Travel Bureau, William Penn Hotel..... | Tel. GRant 6100 |
| CORNING, N. Y. | Passenger Terminal (Elmira), American Airlines Field, | Tel. Elmira 4568 | ROANOKE, VA. | Terminal Office, Municipal Airport..... | Tel. 2-7021 |
| | Passenger Terminal, Wertz Field..... | Tel. 5-3181 | ROCHESTER, N. Y. | Ticket Office, 4 Stone St..... | Tel. Stone 2408 |
| DALLAS, TEXAS | Ticket Office, 1404 Commerce St..... | Tel. 2-8747 | | Passenger Terminal, Rochester Airport..... | Tel. Genesee 4006 |
| | Passenger Terminal, Love Field..... | Tel. 5-3181 | ROME, N. Y. | Passenger Terminal, Utica Airport..... | Tel. 6-319 |
| DETROIT, MICH. | Airlines Ticket Office, 1251 Wash. Blvd., Tel. Cherry 5335 | | ST. LOUIS, MO. | Ticket Office, 1201 Locust St..... | Tel. GARfield 5300 |
| | Passenger Terminal, City Airport..... | Tel. Pingree 7000 | | Passenger Terminal, Lambert Field..... | Tel. Winfield 0750 |
| DOUGLAS, ARIZ. | Passenger Terminal, International Airport..... | Tel. 160 | SCHENECTADY, N. Y. | Passenger Terminal, Albany Airport — Schenectady 2-2728 | |
| EAST ST. LOUIS, ILL. | Pass. Ter. Curtiss-Steinberg Airport..... | Tel. Bridge 8700 | SCRANTON, PA. | Passenger Terminal, Scranton Airport | Tel. Clark's Summit 333 |
| ELMIRA, N. Y. | Pass. Terminal, American Airlines Field..... | Tel. 4568 | | Passenger Terminal, Bendix Airport..... | Tel. 3-8151 |
| EL PASO, TEXAS | Ticket Office, Hilton Hotel..... | Tel. Main 290 | SOUTH BEND, IND. | Passenger Terminal, Springfield Airport..... | Tel. Main 864 |
| | Reservations, Air Mail Field..... | Tel. Main 221 | SPRINGFIELD, ILL. | Passenger Terminal, Springfield Airport..... | Tel. Main 864 |
| FT. WORTH, TEXAS | Ticket Office, Texas Hotel..... | Tel. 2-7218 | SPRINGFIELD, MASS. | Passenger Terminal, Bowles-Agawam Airport..... | Tel. 4-0830 |
| | Reservations, Meacham Field..... | Tel. 6-1183 | SPRINGFIELD, MO. | Passenger Terminal, Municipal Airport..... | Tel. 1883 |
| HARTFORD, CONN. | Passenger Terminal, Rentschler Field..... | Tel. 8-4133 | SYRACUSE, N. Y. | Ticket Office, 225 S. State St..... | Tel. 6-1629 |
| HUNTINGTON, W. VA. | Huntington-Chesapeake Airport..... | Tel. 5656 | | Passenger Terminal, Syracuse Airport..... | Tel. 6-2131 |
| INDIANAPOLIS, IND. | Ticket Office, Claypool Hotel Lobby..... | Tel. R.ley 5542 | TEXARKANA, ARK. | Passenger Terminal, Municipal Airport..... | Tel. Rural 5015 |
| | Passenger Terminal, Municipal Airport, Tel. Belmont 4979 | | TUCSON, ARIZ. | Ticket Office, Pioneer Hotel..... | Tel. 911 |
| JACKSON, MICH. | Ticket Office, Auto Club..... | Tel. 2-4332 | | Passenger Terminal, Tucson Airport..... | Tel. 2868 |
| | Passenger Terminal, Reynolds Airport..... | Tel. 5275 | TULSA, OKLA. | Ticket Office, Lobby, Philtower Arcade..... | Tel. 2- 5209 |
| KALAMAZOO, MICH. | Passenger Terminal, Municipal Airport..... | Tel. 7342 | | Passenger Terminal, Municipal Airport..... | Tel. 6-4958 |
| KNOXVILLE, TENN. | Terminal Office, Island Airport..... | Tel. 2-2218 | UTICA, N. Y. | Passenger Terminal, Utica Airport..... | Tel. 6-319 |
| LITTLE ROCK, ARK. | Ticket Office, Albert Pike Hotel..... | Tel. 4-8421 | WASHINGTON, D. C. | Ticket Office, 813 15th Street, N. W..... | Tel. NAional 0442 |
| | Reservations, Municipal Airport..... | Tel. 6822 | | Pass. Terminal, Washington Airport..... | Tel. District 0714 |
| | | | YOUNGSTOWN, OHIO | L. B. Burger Travel Service, 26 Wick Ave..... | Tel. 7-5141 |

ALSO

The Transportation Desk of Leading Hotels; American Express; "Ask Mr. Foster Travel Service"; Thos. Cook & Son and other Travel Bureaus.

Postal Telegraph and Western Union Offices — Reservations may be made by telephone; uniformed messenger will deliver ticket order and collect air fare without extra charge within city limits.

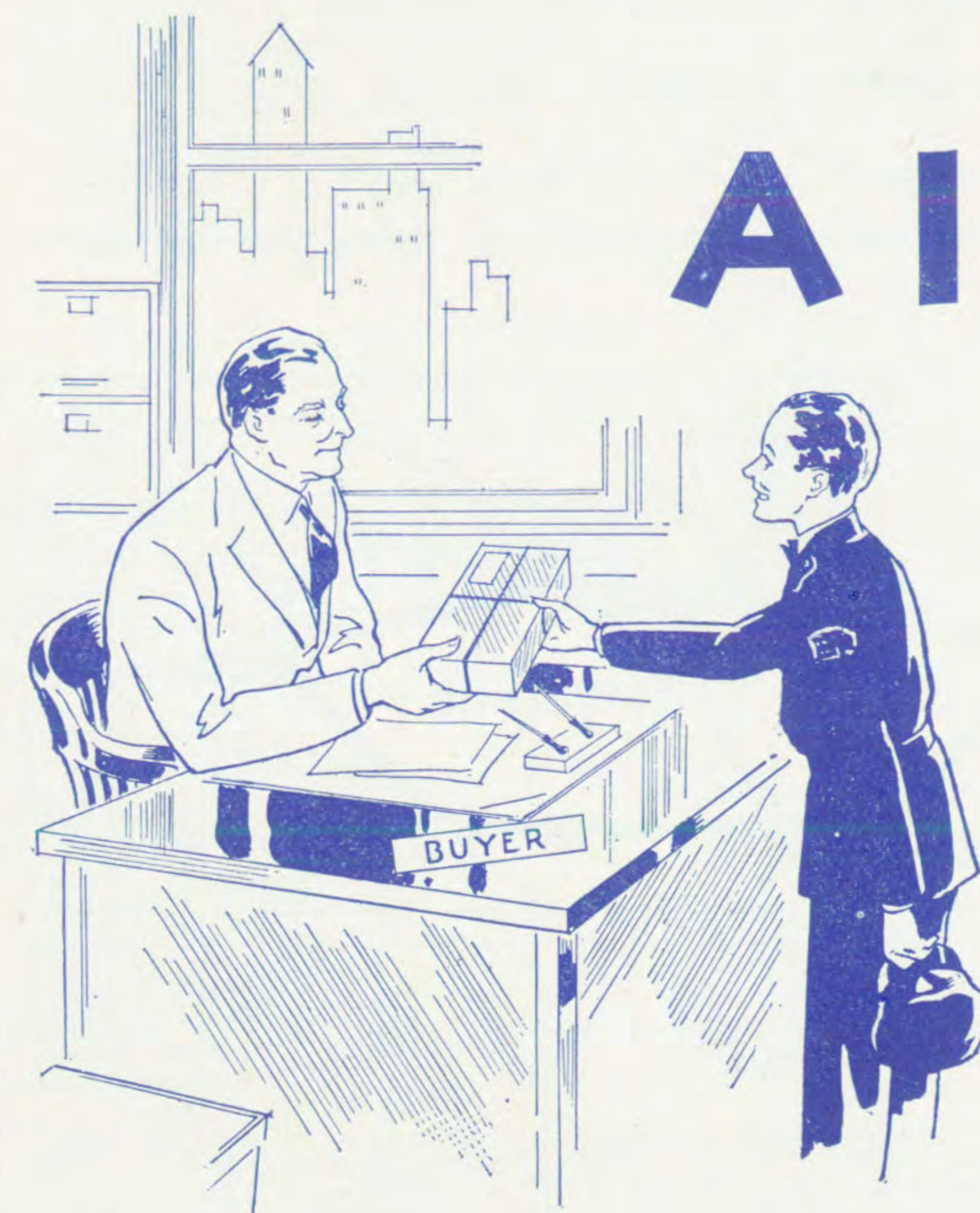
TRANSPORTATION TO AND FROM AIRPORTS

| If Ground Transportation is desired passenger must inform Ticket Agent at time reservation is made. | | | | City Starting Point Running Time Fare | | | |
|---|---------------------------------|--------------|---------|---------------------------------------|---------------------------------|--------------|---------|
| City | Starting Point | Running Time | Fare | City | Starting Point | Running Time | Fare |
| ABILENE, TEXAS | Downtown business district..... | 15 minutes | 50¢ | ○ NASHVILLE, TENN. | Hermitage Hotel..... | 50 minutes | 75¢ |
| ALBANY, N. Y. | Downtown business district..... | 30 minutes | \$1.00 | NEWARK, N. J. | Downtown business district..... | 20 minutes | 50¢ |
| BIG SPRING, TEXAS | Downtown business district..... | 10 minutes | 45¢ | NEW HAVEN, CONN. | Downtown business district..... | 25 minutes | ▲\$1.00 |
| ○ BOSTON, MASS. | Hotel Statler..... | 30 minutes | 50¢ | NEW YORK, N. Y. | 45 Vanderbilt Ave..... | 55 minutes | 75¢ |
| BUFFALO, N. Y. | Statler Hotel..... | 40 minutes | 75¢ | | New Yorker Hotel..... | 45 minutes | 75¢ |
| CHARLESTON, W. VA. | Principal downtown hotels..... | 45 minutes | 75¢ | OKLAHOMA CITY, OKLA | 204 N. Broadway..... | 40 minutes | 75¢ |
| ○ CHICAGO, ILL. | 312 So. Michigan Ave..... | 50 minutes | 75¢ | PEORIA, ILL. | Downtown business district..... | 25 minutes | 50¢ |
| CINCINNATI, OHIO | Gibson Hotel..... | 40 minutes | 50¢ | PHILADELPHIA, PA. | 1339 Walnut St..... | 30 minutes | 75¢ |
| CLEVELAND, OHIO | Downtown business district..... | 40 minutes | 75¢ | PHOENIX, ARIZ. | Downtown business district..... | 15 minutes | 50¢ |
| COLUMBUS, OHIO | Principal downtown hotels..... | 45 minutes | 75¢ | ROCHESTER, N. Y. | Downtown business district..... | 25 minutes | 60¢ |
| CORNING, N. Y. | Downtown business district..... | 25 minutes | \$1.00 | ROME, N. Y. | Principal downtown hotels..... | 25 minutes | 60¢ |
| DALLAS, TEXAS | Downtown business district..... | 30 minutes | 50¢ | ST. LOUIS, MO. | Jefferson Hotel..... | 50 minutes | 75¢ |
| ○ DETROIT, MICH. | Airlines Ticket Office..... | 35 minutes | 50¢ | SCHENECTADY, N. Y. | Downtown business district..... | 30 minutes | \$1.00 |
| DOUGLAS, ARIZ. | Downtown business district..... | 10 minutes | \$1.00 | SCRANTON, PA. | Downtown business district..... | 35 minutes | \$1.00 |
| E. ST. LOUIS, ILL. | Downtown business district..... | 20 minutes | 50¢ | SOUTH BEND, IND. | Downtown business district..... | 15 minutes | 40¢ |
| ELMIRA, N. Y. | Downtown business district..... | 25 minutes | \$1.00 | SPRINGFIELD, ILL. | Downtown business district..... | 25 minutes | 50¢ |
| EL PASO, TEXAS | Downtown business district..... | 25 minutes | 75¢ | SPRINGFIELD, MASS. | Downtown business district..... | 25 minutes | 75¢ |
| FT. WORTH, TEXAS | Downtown business district..... | 30 minutes | 50¢ | SPRINGFIELD, MO. | Downtown business district..... | 15 minutes | 25¢ |
| HARTFORD, CONN. | Downtown business district..... | 20 minutes | ▲\$1.00 | SYRACUSE, N. Y. | Downtown business district..... | 30 minutes | 75¢ |
| HUNTINGTON, W. VA. | Downtown business district..... | 15 minutes | 50¢ | TROY, N. Y. | Downtown business district..... | 30 minutes | \$1.00 |
| INDIANAPOLIS, IND. | Principal downtown hotels..... | 35 minutes | 75¢ | TUCSON, ARIZ. | Downtown business district..... | 15 minutes | *\$1.00 |
| LITTLE ROCK, ARK. | Principal downtown hotels..... | 10 minutes | 50¢ | TULSA, OKLA. | Principal downtown hotels..... | 30 minutes | 50¢ |
| LOS ANGELES, CALIF. | Biltmore Hotel..... | 45 minutes | 75¢ | UTICA, N. Y. | Principal downtown hotels..... | 25 minutes | \$1.00 |
| LOUISVILLE, KY. | Kentucky Hotel..... | 35 minutes | 75¢ | WASHINGTON, D. C. | Downtown business district..... | 20 minutes | 50¢ |
| MEMPHIS, TENN. | Hotel Peabody..... | 40 minutes | \$1.00 | | | | |
| MONTREAL, QUE. | Mount Royal Hotel..... | 45 minutes | \$1.00 | | | | |

*—\$1.00 for one or two; 50¢ for each additional passenger.
▲—Approximate fare—pay meter rate. ○—American Airlines Limousine service.
‡—50¢ for one; two or more 25¢ each.

Your SAMPLES get Immediate Attention when delivered by

AIR EXPRESS

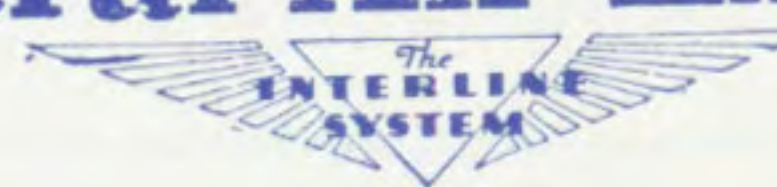


SALES are easier when samples of your product are sent overnight across the country by this high speed service. Inquiries from prospective buyers can best be answered by submitting your actual product by Air Express.

Shipments are delivered by special messenger immediately upon arrival. They receive the same attention as a telegram or an air mail letter—they have a positive sales appeal because of this personal service. This is the best and least expensive substitute for a personal call by your own salesman.

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General Air Express



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SEND ALL IMPORTANT FIRST CLASS MAIL IN THIS MANNER

The world's finest and fastest air services are co-ordinated to expedite air mail delivery. Air Mail letters are received first, opened first, answered first.

AIR MAIL POSTAGE NOW

6¢

for first ounce and each additional ounce

Consider the regular use of Air Mail as a sales producer. Important announcements of new products or prices when sent in this manner command the immediate attention of the prospect. He will be impressed with the importance attached to your correspondence.

Air Mail when used extensively in sales promotion will produce results. Use it in your next campaign.

Drop Your Letter in Any Mail Box

Use the new

SPECIAL DELIVERY Air Mail Stamp

16¢

Assures Immediate Attention on Arrival

