

fly
**PACIFIC
SEABOARD
AIR LINES
INC.**



CHICAGO

✓
PEORIA

✓
SPRINGFIELD

✓
ST. LOUIS

✓
MEMPHIS

✓
JACKSON

NEW ORLEANS

SCHEDULES • FARES

TO THE FAIR BY AIR



A birds-eye view of the Century of Progress Exposition in Chicago. Hundreds are visiting it this summer via Pacific Seaboard Air Lines, the Cool Route to the World's Fair.

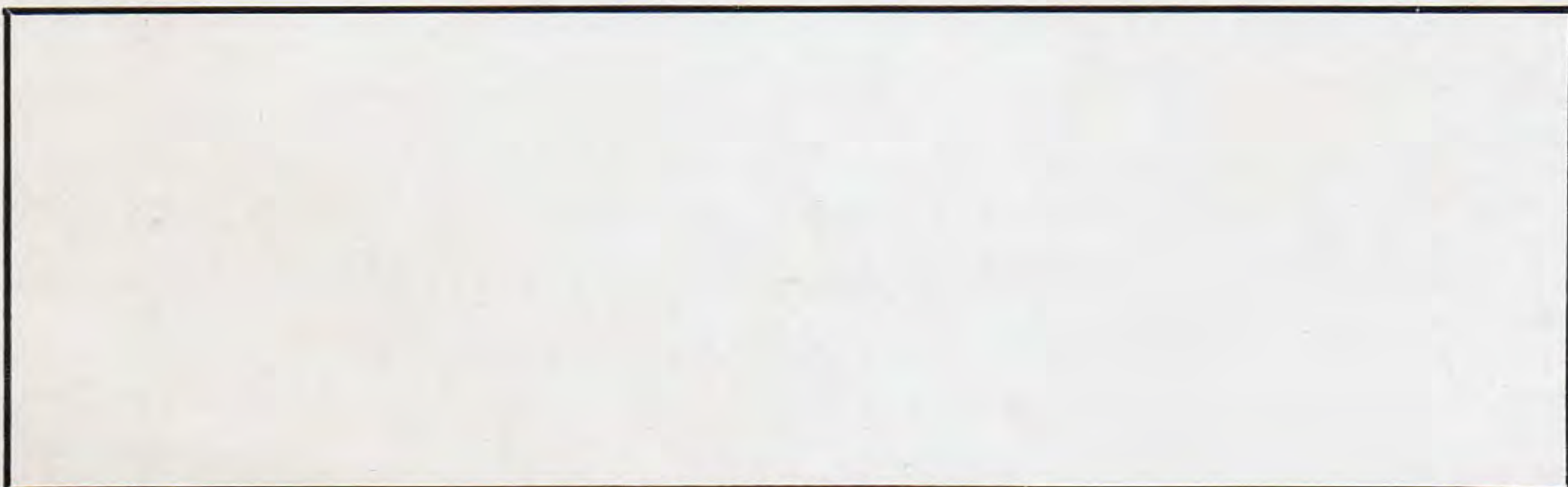
PACIFIC SEABOARD AIR LINES

IN announcing its Central Valley Division, Pacific Seaboard Air Lines reopens air transport service from Chicago to the Gulf. Connecting the industrial and distributing areas of Illinois and Missouri with the cotton, timber and sugar country of the Mississippi south, it provides schedules approximate in all respects to those previously flown over the mid-continent route, and it proposes to expand its operations both as to speed and spaciousness of equipment as rapidly as manufacturing conditions permit.

Pacific Seaboard has played a prominent part in building the new air mail rate structure of the United States, confident that passenger and express traffic have now reached a volume sufficient in themselves to return substantial revenues. But it has done so at no sacrifice of security or regularity of operation. Flying at all times under the strict supervision of its own technical experts and of the Department of Commerce, the company operates planes which hold more records for reliability than any other aircraft ever designed. Each is equipped with a full complement of the most advanced scientific aids to air navigation, including radio. Weather observers are located at all stopping points along the route and at frequent intermediate stations. Only men of established character, noted for their conservative judgment and with many thousands of hours experience in the air have been chosen as pilots. Throughout its organization Pacific Seaboard maintains standards of dependable and efficient service developed through long experience in the west.

Consult your nearest agent for further details. He will be glad to make route suggestions and to arrange stop-overs along the nation's air net-work. Time and distance need no longer be considered in your travel plans.

Carlton Putnam
President.



Agent's Stamp

Subject to Change Without Notice.

EFFECTIVE JULY 10, 1934

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TOOF-MEMPHIS

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PACIFIC SEABOARD AIR LINES INC.



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NEW ORLEANS

SCHEDULES • FARES

PACIFIC SEABOARD AIR LINES
(Central Valley Division)

MAIL • PASSENGERS • EXPRESS

SCHEDULES

1A Daily South—Read Down	Miles	EFFECTIVE JULY 10, 1934				Miles	2A Daily North—Read Up
8:00AM	0	Lv. Chicago	Ar.	903		6:40PM	
9:30AM	127	Lv. Peoria	Lv.	776		5:15PM	
10:20AM	190	Lv. Springfield	Lv.	713		4:30PM	
11:15AM	268	Ar. St. Louis	Lv.	635		3:30PM	
11:30AM	268	Lv. St. Louis	Ar.	635		3:15PM	
2:10PM	531	Ar. Memphis	Lv.	372		12:40PM	
2:35PM	531	Lv. Memphis	Ar.	372		12:15PM	
4:35PM	719	Ar. Jackson	Lv.	184		10:20AM	
4:45PM	719	Lv. Jackson	Ar.	184		10:10AM	
6:40PM	903	Ar. New Orleans	Lv.	0		8:25AM	

All Times Shown Are Central Standard

PASSENGER FARES

One-Way Fares in Light Faced Type Round Trip Fares in Bold Faced Type	Chicago	Peoria	Springfield	St. Louis	Memphis	Jackson	New Orleans
Chicago				13.95 25.11	30.98 55.77	43.51 78.32	53.89 97.01
Peoria				9.56 17.21	26.59 47.89	39.12 70.42	49.50 89.10
Springfield				5.13 9.24	22.15 39.87	34.69 62.45	45.07 81.13
St. Louis	13.95 25.11	9.56 17.21	5.13 9.24		17.03 30.66	29.56 53.21	39.94 71.90
Memphis	30.98 55.77	26.59 47.89	22.15 39.87	17.03 30.66		12.53 22.56	22.91 41.24
Jackson	43.51 78.32	39.12 70.42	34.69 62.45	29.56 53.21	12.53 22.56		10.38 18.69
New Orleans	53.89 97.01	49.50 89.10	45.07 81.13	39.94 71.90	22.91 41.24	10.38 18.69	

GENERAL INFORMATION

Transportation to and from Airports—Contact Pacific Seaboard Air Lines offices or authorized representatives for information regarding special cab service listed below.

Starting Point	Airport	Running Time	Rate
Chicago Loop	Municipal Airport	50 Min.	\$0.75
Peoria Business Dist.	Peoria Airport	25 Min.	.50
Springfield Business Dist.	Springfield Airport	25 Min.	.50
St. Louis Business Dist.	Lambert Field	55 Min.	1.00
Memphis Business Dist.	Municipal Airport	40 Min.	.75
Jackson Business Dist.	Municipal Airport	30 Min.	.50
New Orleans Bus. Dist.	Wedell - Williams Airport	40 Min.	.75

Animals—Live animals and reptiles will not be carried.

BAGGAGE—Thirty (30) pounds of baggage will be carried free on any ticket. Excess baggage will be accepted upon special arrangements at the rate per pound of one-half of one percent of the one-way fare. The liability of the Carrier for loss of or damage to baggage and/or personal property is limited to the amount of Fifty Dollars (\$50.00).

CHILDREN—Children under two years of age when held in arms of parent or guardian are carried free. Children over two years of age will be charged full fare.

PASSAGE, CANCELLATION BY COMPANY—The Company reserves the right to cancel bookings before passage or en route. Pilot may remove passengers from plane or refuse them admittance to plane at any point on the route for safety or other cause. In all events the passenger's sole recourse shall be recovery of that proportion of the fare equal to the distance untraveled.

PASSAGE, CANCELLATION BY PASSENGER—Passengers may receive a refund for passage if cancelled 2 hours prior to flight.

TICKET OFFICES

Chicago, Illinois —Airport	Tel. Hemlock 4729
Ticket Office	Tel. Grovehill 1400
Peoria, Illinois —Airport	5322
Ticket Office, Pere Marquette Hotel	45070
Springfield, Illinois —Airport	3243
St. Louis, Missouri —Airport	Winfield 0750, Winfield 0710
Memphis, Tennessee —Airport	3-1171
Jackson, Mississippi —Airport	5231
New Orleans, Louisiana —Airport	Cedar 1659, Cedar 1960

Reservations and tickets also available at leading hotels (porter's desk), travel bureaus, ticket offices of connecting air lines, Western Union or Postal Telegraph offices.

RADIO—All passenger planes are equipped with radio.

REFUNDS—Requests for refunds on tickets should be addressed to the Auditor of Ticket Accounts, Pacific Seaboard Air Lines, Inc., Municipal Airport, Memphis, Tennessee.

RESERVATIONS—All seats are reserved. Reservations will not be made except upon payment of fare.

ROUND-TRIP FARES—Ten per cent reduction will be allowed on all round-trip tickets if purchased before start of original trip. Return trip must be commenced within sixty days.

STOP-OVERS—Ten (10) days stop-overs will be allowed at any regular stop provided reservation is made accordingly.

TIME-TABLES—These time tables show the times at which planes may be expected to depart from and arrive at the several stations shown, but are subject to change without notice, and are not guaranteed by the company.

SHIP BY AIR EXPRESS • CALL RAILWAY EXPRESS AGENCY