

EFFECTIVE DECEMBER 1, 1937

CHICAGO & SOUTHERN



SERVING THE NATIONS AIRWAYS VIA

CHICAGO

SPRINGFIELD

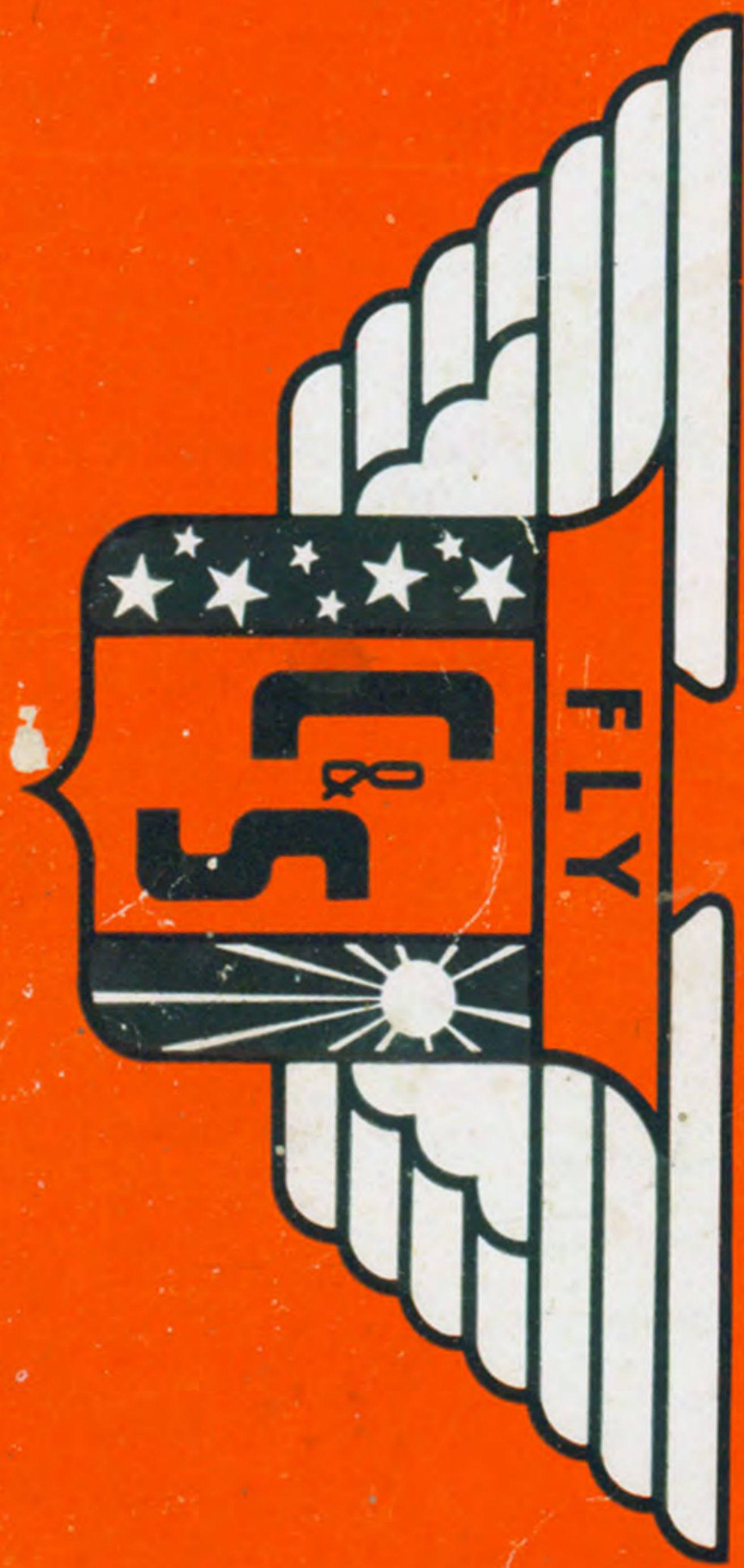
ST. LOUIS

MEMPHIS

JACKSON

NEW ORLEANS

PASSENGERS, EXPRESS, MAIL



**CHICAGO &
SOUTHERN**

*Step Onto the
Sky!*

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This Winter thousands will choose air travel over "The Valley Level Route"

Ideal for year round flying

WITH

1. An established safety record of winter operation . . .
2. Improved and larger airports at St. Louis, Memphis and Jackson . . .
3. New radio ranges at Tylertown and Advance . . .
4. A more powerful simultaneous radio range and broadcast at St. Louis . . .
5. New anti-static loop antennas . . .
6. New de-icing equipment for propellers and windshields . . .
7. New homing devices (direction finders) . . .
8. New teletype weather circuit from New Orleans to Chicago . . .
9. Veteran pilots, seasoned by long experience over this particular route . . .

Chicago & Southern approaches the coming months better equipped than ever before to offer its patrons comfortable and dependable service.

Nature has endowed "The Valley Level Route" with an almost perfect geographical setting for winter operation of an airline. Following the route of the mighty Mississippi, from the Great Lakes to the Gulf, all flights are over a level terrain, the entire nine hundred-mile journey from Chicago to New Orleans. Terminals and intermediate stations are equipped with some of the best landing fields in the United States.

All operations in all seasons of the year are in strict conformity with conservative regulations of the United States Bureau of Air Commerce.

FLY Chicago & Southern

STRAIGHT TO SUNSHINE

ALL SOUTHERN POINTS AND THE GULF COAST

Now! 3 Flights—Each Way—Each Day!

EVERY MORNING

"The Acadian"

EVERY AFTERNOON

"The Rainbow"

EVERY EVENING

"The Cotton King"



ABOVE: Young America has taken to the skies like a duck to water. Chicago & Southern carried more children in 1937 than in any other previous year.

TRAVEL BY AIR AT *Christmas*

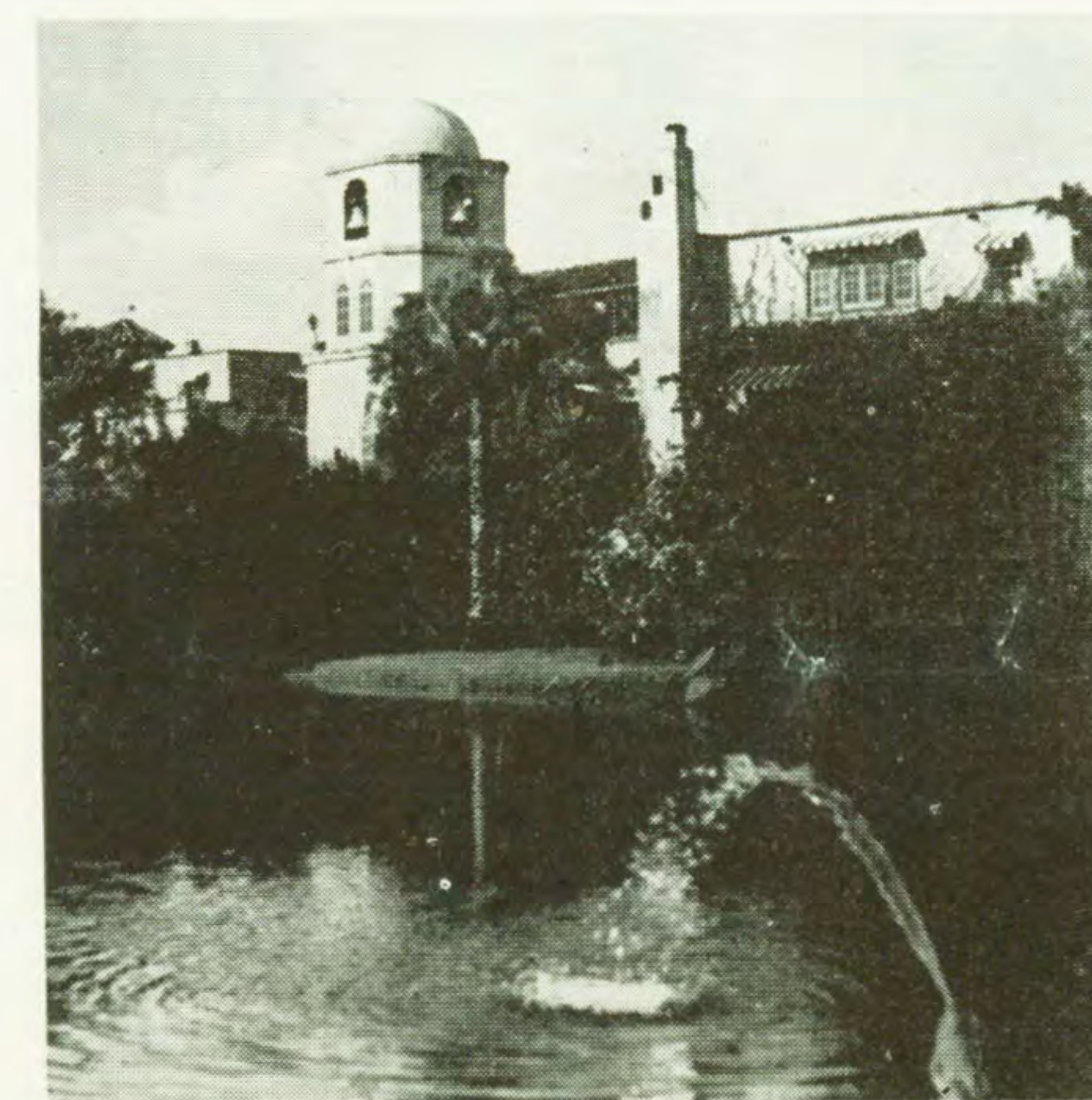
Flying home for Christmas means hours—even days added to your precious time at home during the holidays. Chicago & Southern's fast Electras will hurry you there at the rate of three miles a minute. Christmas vacation, ordinarily too short to permit a trip home for Christmas, can be made by plane—back and forth—even in a single day. More pleasant too, is the trip by plane. You'll thrill as Chicago & Southern sweeps you out of a cold wintry world up to a skyway of clouds and sunshine where you'll always find the "silver lining." Chicago & Southern's north and south route will connect you with the airways of the nation. At the north with routes to the northwest, to the east and to New England . . . at St. Louis, Memphis and Jackson, to the west and the east . . . at New Orleans to Texas and Gulf Coast resorts.

Discover, as Santa Claus has, the thrill of flying to your home or vacation for Christmas!

BELOW: You'll see a different version of the wintry scene below when looking out of the cabin on a sea of clouds and sunshine. Flying is the most perfect of all winter forms of travel.



ABOVE: Facing the sea near Gulfport is the majestic Edgewater Gulf Hotel, famed for its luxurious living, its gardens and beaches. BELOW: The gem of Spanish architecture, the rambling Inn by the Sea at Pass Christian.



BELOW: Nightfall catches this yacht wending its way to the port of Biloxi—a summery scene just a few hours from America's winterland.



Fly *Straight to* **SUNSHINE**

A short distance from the New Orleans terminal, along the magnificent Beach Boulevard, lies America's famed "Riviera," the Gulf Coast Resorts. Long known by the Southern pleasure seekers, all America is now "discovering" the hospitality of such beautiful resort hotels as the Edgewater Gulf, the Inn by the Sea, the Buena Vista and The White House. Resort life in this fairyland by the sea, includes sailing, swimming, golf, tennis, dancing, horseback riding, and hunting. Deep sea fishing in the Gulf of Mexico attracts fishermen the world over.

Warm breezes from the Gulf stream fan this land where winter never comes. Even warmer are the waters of the Gulf. Lying off the mainland are glamorous sub-tropic islands, former haunts of explorers and pirates and scene of the forthcoming motion picture, "The Buccaneers."

All of this vacation land is just a few hours' drive from Chicago & Southern's southern terminal, the Sushan Airport. Drop in at Biloxi, Gulfport or Mobile, Pascagoula or Pass Christian this winter. Fly straight to sunshine via the "Valley Level Route."

BELOW: Directly on West Beach Boulevard that rims Biloxi's shore, just a few steps from the surf, stands the smart new Hotel Biloxi, bathed in eternal sunshine.



TWIN CITIES, ST. LOUIS, MEMPHIS, JACKSON, NEW ORLEANS

Table with columns for SOUTHBOUND (Read Down) and NORTHBOUND (Read Up) flights, listing departure and arrival times for Minneapolis, St. Paul, Milwaukee, Chicago, St. Louis, Memphis, Jackson, and New Orleans.

CHICAGO, ST. LOUIS, MEMPHIS, BIRMINGHAM, ATLANTA

Table with columns for SOUTHBOUND (Read Down) and NORTHBOUND (Read Up) flights, listing departure and arrival times for Chicago, St. Louis, Memphis, Jackson, Birmingham, and Atlanta.

CHICAGO, ST. LOUIS, FT. WORTH, PHOENIX, CALIFORNIA

Table with columns for SOUTH AND WESTBOUND (Read Down) and NORTH AND EASTBOUND (Read Up) flights, listing departure and arrival times for Chicago, St. Louis, Ft. Worth, Phoenix, and San Francisco.

CHICAGO, ST. LOUIS, MEMPHIS, BATON ROUGE, BEAUMONT, HOUSTON

Table with columns for SOUTHBOUND (Read Down) and NORTHBOUND (Read Up) flights, listing departure and arrival times for Chicago, St. Louis, Memphis, Baton Rouge, Beaumont, and Houston.

ATLANTA, BIRMINGHAM, JACKSON, NEW ORLEANS

Table with columns for WESTBOUND (Read Down) and EASTBOUND (Read Up) flights, listing departure and arrival times for Atlanta, Birmingham, Jackson, and New Orleans.

AMA—American Airlines, BNF—Braniff Airways, C&S—Chicago and Southern Air Lines, DAL—Delta Air Lines, EAL—Eastern Air Lines, HAN—Hanford Airlines, NWA—Northwest Airlines, PCA—Pennsylvania-Central Airlines, TWA—Transcontinental & Western Air, UAL—United Air Lines

"The Valley Level Route"

CHICAGO • ST. LOUIS • MEMPHIS • JACKSON • NEW ORLEANS

Table with columns for SOUTHBOUND (Read Down) and NORTHBOUND (Read Up) flights, listing departure and arrival times for Chicago, Springfield, St. Louis, Memphis, Jackson, and New Orleans. Includes flight numbers like 'The Acadian', 'The Rainbow', 'The Cotton King'.

f Flag stop to pick up or discharge passengers. Guest meals on flights 1, 2, 5 & 6. 10% Reduction on round trip tickets.

CONNECTIONS

FROM THE EAST

TO THE EAST

Large table showing flight connections from the East to the West, listing airlines (AMA, UAL, TWA) and stations (New York, Philadelphia, Washington, Pittsburgh, Buffalo, Cleveland, Detroit, Chicago, Springfield, St. Louis, Memphis, Jackson, New Orleans).

AMA—AMERICAN AIRLINES. TWA—TRANSCONTINENTAL AND WESTERN AIR. UAL—UNITED AIR LINES. Light Face—AM. Dark Face—PM. * Daily except Sundays and Holidays. † Via connecting air line. ‡ Stops to pick up or discharge passengers. † Chicago & Southern will hold 15 minutes for UAL.

NEW ORLEANS, JACKSON, DALLAS, LOS ANGELES, SAN FRANCISCO

Table with columns for WESTBOUND (Read Down) and EASTBOUND (Read Up) flights, listing departure and arrival times for New Orleans, Jackson, Dallas, Los Angeles, and San Francisco.

SAN FRANCISCO, LOS ANGELES, KANSAS CITY, ST. LOUIS, MEMPHIS, NEW ORLEANS

Table with columns for EAST AND SOUTHBOUND (Read Down) and NORTH AND WESTBOUND (Read Up) flights, listing departure and arrival times for San Francisco, Los Angeles, Kansas City, St. Louis, Memphis, and New Orleans.

▪ Via Chicago and United Air Lines.

Light Face Indicates One Way

Low Fares

Dark Face Indicates Round Trip

Including certain through fares on connecting airlines.

Table showing low fares to various cities including Atlanta, Birmingham, Chicago, Cleveland, Dallas-Ft. Worth, Detroit, Houston, Indianapolis, Jackson, Jacksonville, Kansas City, Los Angeles, Memphis, Miami, Minneapolis-St. Paul, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Springfield, Ill., Washington, and W. Palm Beach.

a Via St. Louis. b Via Memphis. c Via Jackson. d Via St. Louis or Memphis. e Via St. Louis, Memphis or Jackson. f Via Memphis or Jackson. g Via Memphis, St. Louis or Chicago. h Via St. Louis or Chicago. j Via Chicago. (1) Via DAL at Jackson. (2) Via UAL at Chicago. (3) Via AMA at Chicago. (4) Via EAL at New Orleans. (5) Via TWA at St. Louis. (6) Via NAW at Chicago.

Additional reductions on certain above fares when beginning trip on Saturdays and Mondays. Consult your local Travel Agent.

Speed Christmas Letters by Air Mail • Send Christmas Packages by Air Express



ABOVE: Chicago & Southern's Valley Level Route is one of the finest and smoothest skyways in the world. BELOW: Radio operators 3,000 feet below are in constant communication with the plane by two-way radiophone.

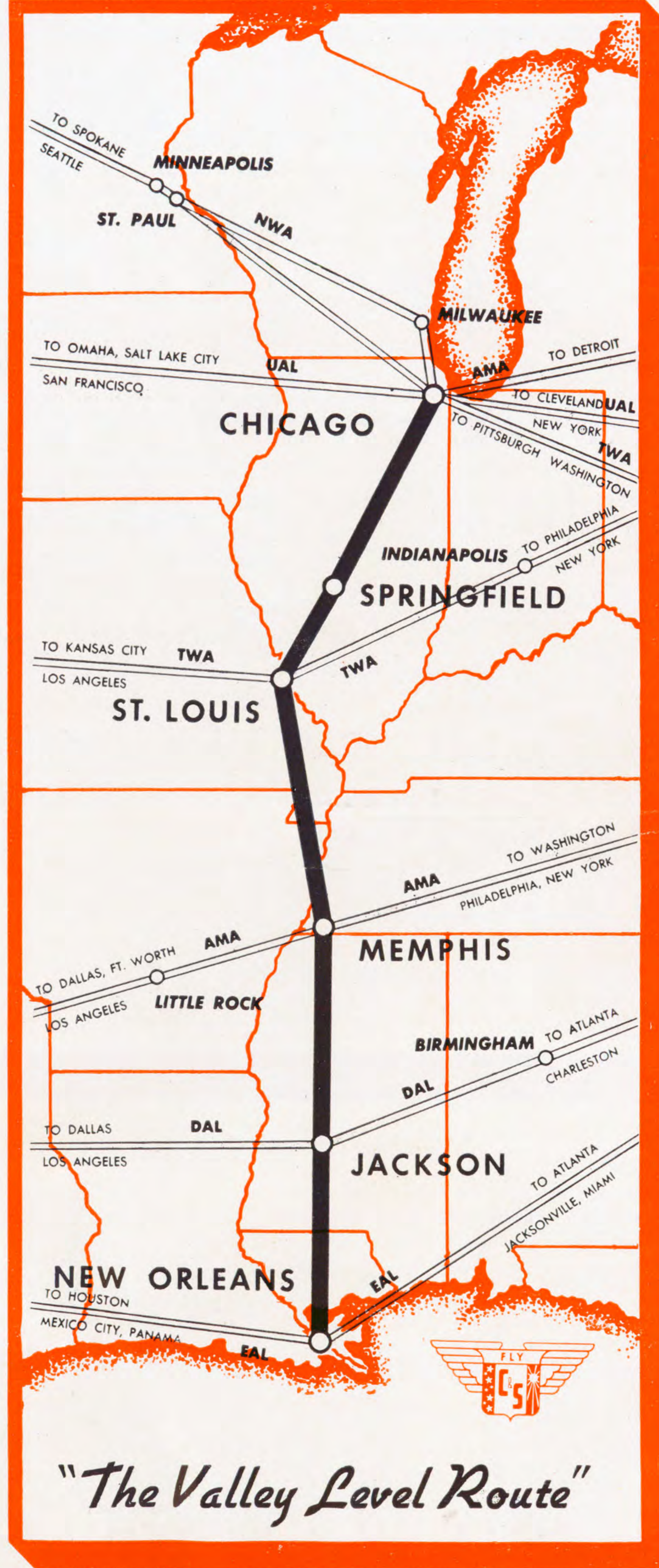
Multiple SAFEGUARDS

FOR YOUR SECURITY

Those of us who are associated in the operation of Chicago & Southern Air Lines are governed by one controlling thought—your safety. You have heard much in recent years about relative percentages of safety in transport. You have read that flying is statistically twice as safe as driving your car, or not as safe as traveling by train. And yet no form of travel is either dangerous or safe in itself. In the last analysis your security rests upon the experience and judgment of the personnel directing your transportation. For this reason Chicago & Southern has chosen for its pilots and dispatchers, its maintenance crews and flight superintendents, men whose dominant trait is caution. At times your flight may be cancelled, interrupted or delayed when the chances are greatly in favor of its scheduled completion. And the reason will be that these men will not tolerate even one chance of a possible risk. Cautious by temperament, they have grown more cautious by training. Speed and dependability are their stock in trade—caution is a part of their character.



Carleton Putnam
 CARLETON PUTNAM, President
 Chicago & Southern Air Lines, Inc.



"The Valley Level Route"



Transportation to and from Airports

Chicago and Southern Air Lines offices or authorized representatives will supply information regarding special cab service listed below.

Starting Point	Airport	Running Time	Rate
Chicago Loop	Municipal Airport	45 Min.	\$0.75
Springfield Business Dist.	Springfield Airport	20 Min.	.50
St. Louis Business District	Lambert Airport	50 Min.	1.00
Memphis Business District	Municipal Airport	30 Min.	.75
Jackson Business District	Municipal Airport	20 Min.	.50
New Orleans Business Dist.	Shushan Airport	35 Min.	.75

TICKET OFFICES

- Chicago, Illinois**..... City Office, 33 Palmer House..... Central 8282
 Airport Ticket Office..... Grovehill 1400
- Columbus, Ohio**..... 22 South Third Street..... Main 4421
 Airport..... Fairfax 1181
- Dayton, Ohio**..... Gibbons Hotel..... Adams 4161
 Airport..... Adams 2221
- Indianapolis, Ind.**..... 108 W. Washington St..... Lincoln 2596
 Airport..... Belmont 2200
- Jackson, Mississippi**..... City Office, Edwards Hotel..... 7128
 Airport..... 1804
- Kansas City, Mo.**..... Muehlebach Hotel..... Harrison 4321
 Airport..... Harrison 4321
- Memphis, Tennessee**..... City Office, Peabody Hotel, 159 Union..... 8-2255
 Airport..... 3-1171
- Minneapolis, Minn.**..... 129 S. 7th Street..... Atlantic 1406
- New Orleans, Louisiana**..... City Office, 205 St. Charles St..... Raymond 5559
 Airport..... Franklin 0111
- New York, New York**..... Airlines Consolidated Ticket Office (Gen'l
 Agt.) 41 E. 47th Street..... El Dorado 52300
- Peoria, Illinois**..... Ticket Office, Hotel Jefferson..... 3-2515
- Pittsburgh, Pa.**..... 504 Wm. Penn Way..... Grant 2400
 Airport..... Homestead 4200
 Air Travel Bureau Inc..... Grant 6100
- Springfield, Illinois**..... Airport..... Main 3243
- St. Louis, Missouri**..... City Office, 1201 Locust St..... Central 2633
 Airport..... Winfield 0750, Winfield 0710
- Saint Paul, Minn.**..... Reservations..... Midway 1440

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

GENERAL INFORMATION

- AIR TRAVEL CARDS**—Are available whereby passengers may save 15% of published one-way fares.
- ANIMALS**—Live animals and reptiles will not be carried.
- BAGGAGE**—Thirty-five (35) pounds of baggage will be carried free on any ticket. Excess baggage will be accepted upon special arrangement at the rate per pound of one-half of one per cent 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 One Hundred Dollars (\$100.00), unless a higher valuation is declared and the insurance paid therefor.
- 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.
- EQUIPMENT**—Lockheed Electras standard equipment on all schedules.
- 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 3 hours prior to flight.
- RESERVATIONS**—All seats are reserved. Reservations should be made as early as possible.
- ROUND-TRIP FARES**—10 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.