

EFFECTIVE MAY 1, 1944

CHICAGO AND SOUTHERN AIR LINES

SERVING THE NATION'S AIRWAYS
VIA

CHICAGO

ST. LOUIS

MEMPHIS

JACKSON

NEW ORLEANS

LITTLE ROCK

SHREVEPORT

HOUSTON



"The Valley Level Route"

If You Believe that it is Impossible to Secure Space on Certain C. & S. Flights . . . That You Need a Priority . . .

Consider the Facts!

an average of 4 seats were unoccupied on every Chicago and Southern flight during February and only 40% of our passengers held priority.

SEATS FOR SALE ON THE FOLLOWING DIXIELINER FLIGHTS:

out of CHICAGO

Records show that your best opportunity to secure a seat is on Flight 5, departing at 10:00 p.m.

out of ST. LOUIS

Northbound flights departing at 7:45 p.m., 11:10 p.m., 12:45 a.m.
Southbound flights departing at 7:35 p.m., 12:00 a.m.

out of MEMPHIS

Northbound flights departing at 5:45 p.m. and 10:45 p.m.
Southwest to Houston at 12:10 p.m.
Southbound to New Orleans at 9:35 p.m.

out of HOUSTON

Records show that your best opportunity to secure a seat to Shreveport is on C. & S. . . . Flight 52, departing at 5:00 p.m.

out of JACKSON

Your best opportunity to secure a seat to New Orleans will be on Flight 1, departing at 5:58 p.m.
Flight 3, departing at 11:08 p.m.

out of SHREVEPORT

Records show that your best opportunity to secure a seat to Houston is on C. & S. . . . Flight 51, departing at 2:40 p.m.



By St. Louis PM
8:15 PM L.R.
12:15 AM
2:15 AM
4:15 AM
56.84

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The following is a reprint of an editorial printed in more than 200 leading newspapers. It speaks well of C. & S. treatment of passengers during wartime.



Recipe for Success

The war is no excuse for pushing customers around, says Ralph Heining, general traffic manager for Chicago and Southern Air Lines.

And then he explains with emphasis:

"Customers made our business—customers will keep us in business. There is no excuse for lack of courtesy—no excuse for being impatient. There is no legal rationing of politeness—no curtailment of smiles. There is no official ceiling on being pleasant while on the job."

If one could walk up to some magic counter and say:

"I want a prescription for success in business," he could get no better recipe than that given by C. & S. traffic manager.

Yet, thousands of employees of hundreds of establishments throughout the country are driving postwar business away just because they choose to use the war as an excuse for being rude.

While their employers rack their brains on how to keep them employed in the postwar era, they are busy kicking the underpinnings of the business into the streets.

Courtesy costs nothing, but it pays rich dividends.



Information—Tickets—Reservations

Chicago 3, Ill.	Reservations and Information (24 hour service)	STate 3410
	W. R. Gillen, Dist. Traffic Mgr., Palmer House	FRanklin 8890
	City Ticket Office, Palmer House Arcade	FRanklin 8890
Detroit, Mich.	United Airlines, Book Cadillac Hotel	CHerry 1100
Houston 1, Texas	Reservations and Information	C 4-3471
	J. J. Shad, Dist. Traffic Mgr., Rice Hotel	C 4-3471
	City Ticket Office, Lobby, Rice Hotel	C 4-3471
Jackson 1, Miss.	Reservations and Information (24 hour service)	3-4761
	W. E. Parker, Dist. Traffic Mgr., Heidelberg Hotel	3-2738
	City Ticket Office, Heidelberg Hotel	3-2738
Little Rock, Ark.	Reservations and Information	4-6347
	K. J. Howe, Dist. Traffic Mgr., Marion Hotel	4-6347
	City Ticket Office, Marion Hotel	4-6347
Memphis 3, Tenn.	Reservations and Information (24 hour service)	9-3443
	N. E. Anishanslin, Dist. Traffic Mgr., Peabody Hotel	8-2255
	City Ticket Office, Peabody Hotel	8-2255
New Orleans 12, La.	Reservations and Information (24 hour service)	RAYmond 2314
	Burrell Weber, Dist. Traffic Mgr., 1030 Canal Bldg.	CAnal 4757
	City Ticket Office, Roosevelt Hotel (Lobby)	MAgnolia 3881
New York, N. Y.	United Airlines, 80 E. 42 St.	MURray Hill 2-7300
Shreveport 24, La.	Reservations and Information	3-8661
	J. J. Shad, Dist. Traffic Mgr., Washington-Youree Hotel	3-8661
	City Ticket Office, Washington-Youree Hotel	3-8661
St. Louis 1, Mo.	Reservations and Information (24 hour service)	GArfield 2126
	J. W. Skinner, Dist. Traffic Mgr., Statler Hotel	GArfield 1482
	City Ticket Office, Statler Hotel	GArfield 1482

General Information

ANIMALS—See passenger tariff.

BAGGAGE—Forty (40) 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.

EQUIPMENT—Douglas DC-3 21 Passenger Planes on all Flights.

PASSAGE, CANCELLATION BY COMPANY—The company reserves the right to cancel booking 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—Passenger 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.

TICKETS—Good for a period of 120 days from date of purchase.

STOP-OVERS—Stop-overs will be permitted 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.

TRIP INSURANCE—\$5,000 for 25 cents, the same rate as ground insurance, available at all Airline Ticket Offices.

MEXICO-CENTRAL AMERICA

Connections To and From
MERIDA—GUATEMALA—MANAGUA
BALBOA

C&S 3	Read Down	Read Up	C&S 2
5:35PM 7:35PM 9:35PM 11:08PM 12:15AM	Lv. Chicago Ar. Lv. St. Louis Ar. Lv. Memphis Ar. Lv. Jackson Ar. Ar. New Orleans Lv.	3:40PM 1:40PM 11:40AM 10:07AM 9:00AM	PAA 703 Mo-Tu-Th-Fr PAA 701 Sa
01:50 04:30 07:25 12:25 17:10	Lv. New Orleans CWT Ar. Ar. Merida, Yuc., Mex., 90° Lv. Ar. Guatemala, Gua. 90° Lv. Ar. Managua, Nic. 90° Lv. Ar. Balboa, C. Z. 75° Lv.	18:20 13:50 11:00 08:50 06:25	PAA 700 Su PAA 702 Mo-Tu-Th-Fr

Connections To and From
PENSACOLA—MOBILE—
TALLAHASSEE—JACKSONVILLE
TAMPA—MIAMI

C&S 1	C&S 3	Read Down	Read Up	C&S 2	C&S 4
12:30PM 2:30PM 4:30PM 5:58PM 7:05PM	5:35PM 7:35PM 9:35PM 11:08PM 12:15AM	Lv. Chicago (CT) Ar. Lv. St. Louis Ar. Lv. Memphis Ar. Lv. Jackson Ar. Ar. New Orleans (CT) Lv.	3:40PM 1:40PM 11:40AM 10:07AM 9:00AM	2:30AM 12:30AM 10:25PM 8:52PM 7:45PM	NAL 12 NAL 14-17
7:30PM 8:15PM 8:48PM 11:07PM 12:17AM	12:28AM 1:13AM 1:46AM 4:05AM 5:15AM 6:45AM 8:15AM 9:20AM	Lv. New Orleans (CT) Ar. Ar. Mobile Lv. Ar. Pensacola (CT) Lv. Ar. Tallahassee (ET) Lv. Ar. Jacksonville Lv. Ar. Tampa Lv. Ar. Miami Lv. Ar. Key West (ET) Lv.	2:22AM 1:37AM 1:04AM 12:45AM 11:35PM 9:39PM 7:55PM	6:47PM 6:02PM 5:29PM 5:10PM 4:00PM 2:30PM 1:05PM 12:00PM	NAL 2-11 NAL 8-5

Connections To and From
NASHVILLE—LOUISVILLE—CINCINNATI

C&S 2	C&S 8-52	C&S 4	Read Down	Read Up	C&S 1	C&S 7-51
5:00PM 6:35PM 8:00PM	7:45PM 9:07PM 10:25PM	Lv. Houston (CT) Ar. Lv. Shreveport Ar. Lv. Little Rock Ar. Lv. New Orleans Ar. Lv. Jackson Ar. Ar. Memphis Lv.	7:05PM 5:48PM 4:30PM	4:05PM 2:30PM 1:05PM	AA 22 AA 64	AA 21 AA 63
3:30PM 4:50PM 6:08PM 7:54PM	5:09AM 6:29AM 7:48AM 9:34AM	Lv. Memphis Ar. Ar. Nashville Lv. Ar. Louisville (CT) Lv. Ar. Cincinnati (ET) Lv.	12:43PM 11:20AM 10:00AM 10:11AM	10:37PM 9:14PM 7:54PM 8:05PM	DAL 2 DAL 6	DAL 1 DAL 3

Chicago and Southern may cancel any reservation if the person holding the reservation has not presented himself at the airport ticket office for the purpose of checking in at least ten minutes prior to the scheduled departure time of the flight for which the reservation was made.

CHICAGO, ST. LOUIS, MEMPHIS, JACKSON, NEW ORLEANS, LITTLE ROCK, SHREVEPORT, HOUSTON

SOUTHBOUND—Read Down

THE TEXAS RANGER Flight 7-51	THE LOUISIANA FLYER Flight 1	THE COTTON KING Flight 3	THE MARK TWAIN Flight 5	Miles	Effective May 1, 1944 (Central War Time) ALL FLIGHTS DAILY	THE CHICAGO FLYER Flight 2	THE COMMUTER Flight 6	THE GREAT LAKES SPECIAL Flight 8-52	THE NORTH STAR Flight 4
8:10AM	★12:30PM	★5:35PM	10:00PM	0	Lv. Chicago Ar.	3:40PM	9:30PM	12:55AM	2:30AM
9:55AM	2:15PM	7:20PM	11:45PM	251	Ar. St. Louis Lv.	1:55PM	7:45PM	11:10PM	12:45AM
10:10AM	2:30PM	7:35PM	12:00AM	509	Lv. St. Louis Ar.	1:40PM	7:30PM	10:55PM	12:30AM
11:55AM	4:15PM	9:20PM	1:45AM	697	Ar. Memphis Lv.	★11:55AM	★5:45PM	9:10PM	10:45PM
★12:10PM	4:30PM	9:35PM		857	Lv. Memphis Ar.	11:40AM		8:55PM	10:25PM
	5:48PM	10:53PM		638	Ar. Jackson Lv.	10:22AM			9:07PM
	5:58PM	11:08PM		808	Lv. Jackson Ar.	10:07AM			8:52PM
	7:05PM	12:15AM		1032	Ar. New Orleans Lv.	9:00AM			7:45PM
					Lv. Little Rock Lv.			8:00PM	
1:05PM					Ar. Little Rock Ar.			7:45PM	
1:20PM					Lv. Shreveport Lv.			6:35PM	
2:30PM					Ar. Shreveport Ar.			6:25PM	
2:40PM					Lv. Shreveport Lv.			★5:00PM	
4:05PM					Ar. Houston Lv.				

★Indicates complimentary meal served aloft.

PRIORITIES—You don't need a priority to fly but a priority does make your reservation more certain. Is your trip "essential to expedite war production, construction or other activities connected with the war program?" We'll help you find out.

CHICAGO - ST. LOUIS - MEMPHIS - JACKSON - NEW ORLEANS - LITTLE ROCK - SHREVEPORT - HOUSTON - DETROIT - BUFFALO - CLEVELAND - PITTSBURGH - WASHINGTON - PHILADELPHIA - NEW YORK

C&S 2	C&S 6	C&S 4	C&S 8-52	C&S 7-51	C&S 1	C&S 3	C&S 5
9:00AM 10:22AM 11:55AM 1:55PM 3:40PM	5:45PM 7:45PM 9:30PM	7:45PM 9:07PM 10:45PM 12:45PM 2:30AM	5:00PM 6:35PM 8:00PM	4:05PM 2:30PM 1:05PM	7:05PM 5:48PM 10:53PM	12:15AM 10:53PM 9:20PM 7:20PM 5:35PM	1:45AM 11:45PM 10:00PM
AA 14 UAL 30 TWA 18	AA 6 UAL 8 TWA 12	UAL 2 AA 10 AA 42 UAL 42	UAL 5 AA 27 AA 25 AA 9 AA 11 UAL 29	TWA 9 UAL 7 TWA 11 AA 15	UAL 9 UAL 7 TWA 11 AA 15	UAL 7 TWA 9 UAL 7 TWA 11 AA 15	UAL 7 TWA 9 UAL 7 TWA 11 AA 15
4:00 6:35 8:29	5:00 7:46 9:17	6:00 12:35 2:24	10:00 10:00 12:10	4:25 7:05 9:00 9:30	11:03 11:05 11:15	2:04 1:19 11:15	7:36 8:29 8:36 9:04 8:19 6:15
10:24 10:26 12:12	4:29 3:26 5:52	9:51 1:16 3:11					

*Via Pennsylvania-Central Airlines. Dark Face Type Indicates P.M. Light Face Type Indicates A.M.

Connections To and From
BIRMINGHAM—ATLANTA

C&S 2	C&S 4	Read Down	Read Up	C&S 1	C&S 3
9:00AM 10:07AM	7:45PM 8:52PM	Lv. New Orleans (CT) Ar. Ar. Jackson Lv.	7:05PM 5:58PM	12:15AM 11:08PM	DAL 2 DAL 6
11:09AM 12:53PM 2:56PM	9:24PM 10:53PM 12:56AM	Lv. Jackson Ar. Ar. Birmingham (CT) Lv. Ar. Atlanta (ET) Lv.	2:27PM 12:43PM 12:40PM	10:52PM 9:23PM 9:20PM	DAL 1 DAL 3

NOTE—Fares quoted do not include Hotel or Travel Agents' service fees.

Connections To and From
DES MOINES—MILWAUKEE—ROCHESTER
MINNEAPOLIS—ST. PAUL

C&S 4	C&S 52-8	Read Down	Read Up	C&S 7-51	C&S 1
5:00PM 6:35PM 8:00PM	7:45PM 9:07PM 10:45PM 12:30AM 2:30AM	Lv. Houston (CT) Ar. Lv. Shreveport Ar. Lv. Little Rock Ar. Lv. New Orleans Ar. Lv. Jackson Ar. Lv. Memphis Ar. Lv. St. Louis Ar. Ar. Chicago Lv.	4:05PM 2:30PM 1:05PM	7:05PM 5:48PM 10:53PM 9:20PM 7:20PM 5:35PM	NWA 7 NWA 1
5:00AM 5:40AM 7:45AM 8:25AM	2:15AM 4:35AM	Lv. Chicago Ar. Ar. Milwaukee Lv. Ar. Rochester Lv. Ar. Minneapolis-St. Paul (CT) Lv.	7:00AM 11:15AM		NWA 4 NWA 6

Light Face Indicates One Way

Low Fares

Dark Face Indicates Round Trip

	Chicago	Houston	Jackson	Little Rock	Memphis	New Orleans	Shreveport	St. Louis
Atlanta	49.63 99.26	41.50 83.00		29.90 59.80	22.75 45.50	23.15 46.30		36.68 73.36
Birmingham	49.03 98.06	35.20 70.40		29.30 58.60	22.15 44.30	20.00 40.00		36.08 72.16
Boston		92.35 184.70	70.70 141.40	73.00 146.00	64.60 129.20	75.65 151.30	80.15 160.30	59.70 119.40
Buffalo		76.20 152.40	58.60 117.20	55.60 111.20	48.45 96.90	66.50 133.00	64.00 128.00	38.70 77.40
Chicago		54.63 109.26	37.03 74.06	34.03 68.06	26.88 53.76	46.64 93.28	42.43 84.86	12.95 25.90
Cincinnati		52.35 104.70	34.75 69.50	31.75 63.50	24.60 49.20	42.65 85.30	40.15 80.30	
Cleveland		65.60 131.20	48.00 96.00	45.00 90.00	37.85 75.70	58.10 116.20	53.40 106.80	28.85 57.70
Dallas-Ft. Worth	46.85 93.70					29.61 59.22		33.90 67.80
Dayton		55.45 110.90	37.85 75.70	34.85 69.70	27.70 55.40	45.75 91.50	43.25 86.50	
Detroit		65.65 131.30	48.05 96.10	45.05 90.10	37.90 75.80	55.95 111.90	53.45 106.90	26.75 53.50
Houston	54.63 109.26		23.20 46.40	21.20 42.40	27.75 55.50		12.70 25.40	41.68 83.36
Indianapolis		54.33 108.66	36.73 73.46	33.73 67.46	26.58 53.16	45.75 91.50	42.13 84.26	
Jackson	37.03 74.06	23.20 46.40		17.30 34.60	10.15 20.30	9.61 19.22		24.08 48.16
Jacksonville	54.93 109.86		31.50 63.00	41.75 83.50	37.55 75.10		44.30 88.60	47.63 95.26
Kansas City	20.85 41.70	54.28 108.56	36.68 73.36	33.68 67.36	26.53 53.06	46.29 92.58	42.08 84.16	
Little Rock	34.03 68.06	21.20 42.40	17.30 34.60		7.15 14.30	26.91 53.82	8.50 17.00	21.08 42.16
Los Angeles	100.00 200.00		92.45 184.90		92.45 184.90	97.41 194.82		92.45 184.90
Memphis	26.88 53.76	27.75 55.50	10.15 20.30	7.15 14.30		19.76 39.52	15.55 31.10	13.93 27.86
Miami	68.15 136.30		50.05 100.10	60.30 120.60	53.15 106.30		62.85 125.70	62.25 124.50
Mpls.-St. Paul		70.03 140.06	52.43 104.86	49.43 98.86	42.28 84.56	62.04 124.08	57.83 115.66	28.35 56.70
New Orleans	46.64 93.28		9.61 19.22	26.91 53.82	19.76 39.52		20.11 40.22	33.69 67.38
New York	83.70 167.40	60.80 121.60	63.10 126.20	55.95 111.90	67.00 134.00	71.30 142.60	51.10 102.20	
Pensacola	50.43 100.86		19.01 38.02	36.31 72.62	28.29 56.58		39.64 79.28	
Philadelphia		78.45 156.90	55.55 111.10	57.85 115.70	50.70 101.40	61.75 123.50	66.05 132.10	45.85 91.70
Pittsburgh		68.10 136.20	46.50 93.00	47.50 95.00	40.35 80.70	54.50 109.00	55.90 111.80	31.35 62.70
San Antonio	c 59.50 h 119.00		32.65 65.30	31.00 62.00	37.30 74.60		22.15 44.30	46.65 93.30
St. Louis	12.95 25.90	41.68 83.36	24.08 48.16	21.08 42.16	13.93 27.86	33.69 67.38	29.48 58.96	
San Francisco	100.00 200.00		109.55 219.10		109.55 219.10	114.51 229.02		100.00 200.00
Seattle		152.53 305.06	134.93 269.86		124.78 249.56	144.54 289.08	140.33 280.66	110.85 221.70
Shreveport	42.43 84.86	12.70 25.40		8.50 17.00	15.55 31.10	20.11 40.22		29.48 58.96
Washington D. C.		71.75 143.50	48.85 97.70	51.15 102.30	54.38 108.76	55.05 110.10	59.35 118.70	40.45 80.90

a—Via St. Louis or Chicago. r—Slightly lower via Memphis.
c—Via New Orleans. s—Via Jackson, Memphis or St. Louis.
e—Via Memphis. t—Via St. Louis.
f—Via Memphis, St. Louis or Chicago. u—Via Memphis or Chicago.
g—Via St. Louis or Memphis. v—Via Houston.
h—Via Shreveport. w—TWA Only via St. Louis or Chicago.
j—Via Jackson.

ALL FARES SUBJECT TO 15% GOVERNMENT TAX. FARES QUOTED FOR INFORMATION ONLY; CONSULT OFFICIAL TARIFF.