

EFFECTIVE JUNE 1, 1944

CHICAGO AND SOUTHERN AIR LINES

SERVING THE NATION'S AIRWAYS
VIA

CHICAGO

ST. LOUIS

MEMPHIS

JACKSON

NEW ORLEANS

LITTLE ROCK

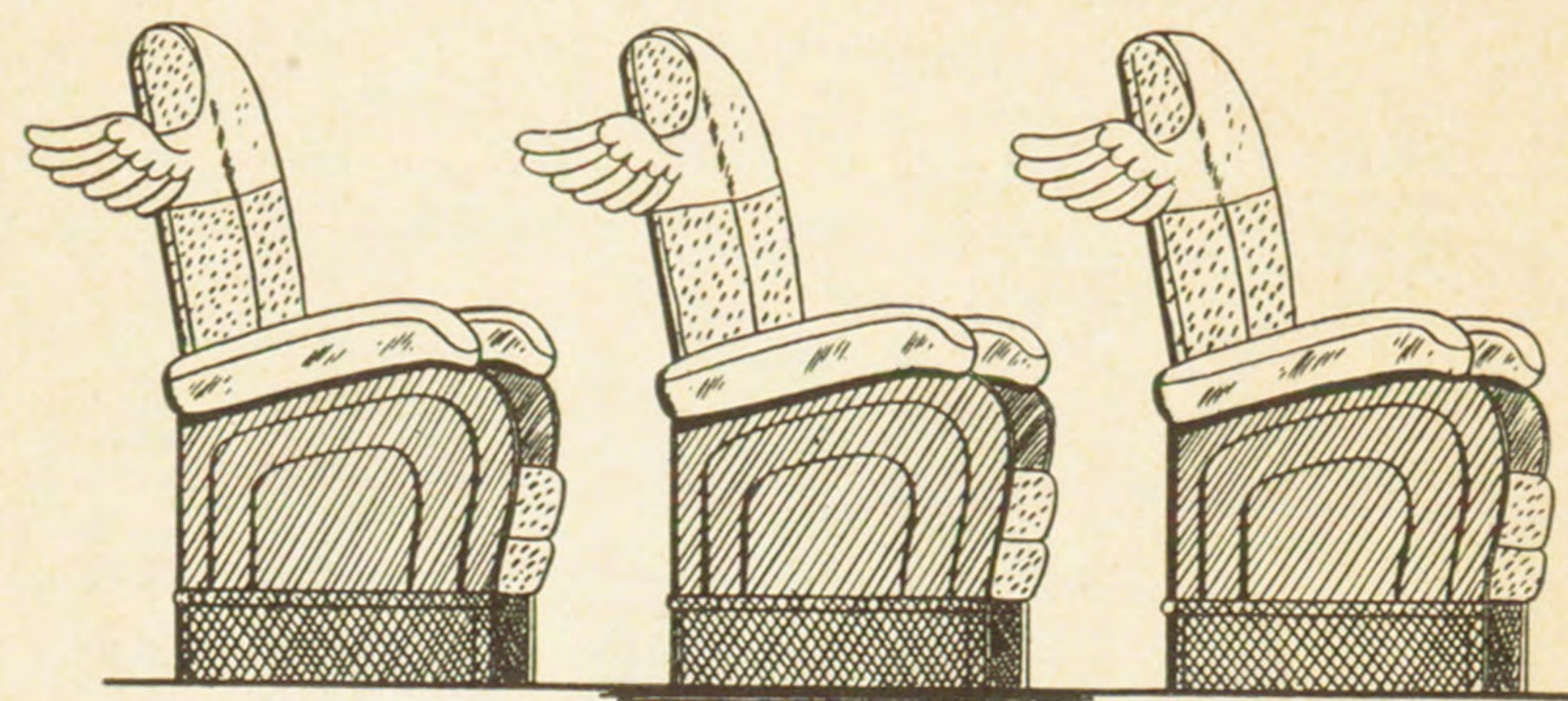
SHREVEPORT

HOUSTON



"The Valley Level Route"

The Story of THE 3 CHAIRS



If you believe that it is impossible to secure seats on certain C. & S. flights . . . that you need a priority . . . consider these facts. An average of 3 seats were unoccupied on every flight during April and only 45% of our passengers held priority.

The story of the 3 seats is this. Chair 4 should have been occupied by Mr. Joe Blank, but his meeting in New York was canceled; Chair 7 was reserved for Mrs. Smith, but daughter Betty has the mumps; Capt. Brown of the AAF had seat 10, but last minute orders changed his plans.

So, the moral to this story is that you might have had one of those empty seats. If you had just phoned.

C. & S. can tell you quickly if there is an open reservation . . . on our line, or some other. C. & S. personnel is trained to help you on all air travel problems . . . and happy to do so. Phone and make sure next time you want a seat.

SEATS FOR SALE ON THE FOLLOWING DIXIELINER FLIGHTS

Out of Chicago

Flight 5, Southbound at 10:00 p.m.

Out of St. Louis

Flight 52, Northbound at 11:10 p.m.
Flight 4, Northbound at 12:45 a.m.
Flight 3, Southbound at 7:35 p.m.
Flight 5, Southbound at 12:00 a.m.

Out of Memphis

Flight 6, Northbound at 5:45 p.m.
Flight 3, Southbound at 9:35 p.m.
Flight 51, Southbound at 12:10 p.m.

Out of Shreveport

Flight 51, Southbound at 2:40 p.m.

Out of Houston (to Shreveport)

Flight 52, Northbound at 5:00 p.m.

Out of Little Rock

Flight 51, Southbound at 1:20 p.m.

Out of Jackson

Flight 1, Southbound at 5:58 p.m.
Flight 3, Southbound at 11:08 p.m.

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, City Traffic Mgr., Heidelberg Hotel	3-2738
	City Ticket Office, Heidelberg Hotel	3-2738
Little Rock, Ark.	Reservations and Information	4-6347
	K. J. Howe, City 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)	BYwater 2761
	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.,	3-8661
	Washington-Youree Hotel	3-8661
	City Ticket Office, Washington-Youree Hotel	3-8661
St. Louis 1, Mo.	Reservations and Information (24 hour service)	DELmar 5515
	J. W. Skinner, Dist. Traffic Mgr., Statler Hotel	GARfield 1482
	City Ticket Office, Statler Hotel	GARfield 1482

Reservations and tickets also available at ticket offices of connecting air lines.

GENERAL OFFICES, MUNICIPAL AIRPORT, MEMPHIS 2, TENN. R. L. HEININGER, General Traffic Manager.

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.



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.



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"The Valley Level Route"

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 PAA 700 Su PAA 702 Mo-Tu-Th-Fr
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	18:20 13:50 11:00 07:35 05:10

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 52-8	C&S 4	Read Down	Read Up	C&S 1	C&S 7-51
9:00AM 10:22AM 11:40AM	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.	4:05PM 2:30PM 1:05PM	7:05PM 5:58PM	12:15AM 11:08PM
AA 22 3:30PM 4:50PM 6:08PM 7:54PM	AA 64 5:09AM 6:29AM 7:48AM 9:34AM	AA 21 12:43PM 11:20AM 10:00AM 10:11AM	Lv. Memphis Ar. Ar. Nashville Lv. Ar. Louisville (CT) Lv. Ar. Cincinnati (ET) Lv.	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				NORTHBOUND—Read Up					
THE TEXAS RANGER Flight 7-51	THE LOUISIANA FLYER Flight 1	THE COTTON KING Flight 3	THE MARK TWAIN Flight 5	Miles	THE CHICAGO FLYER Flight 2	THE COMMUTER Flight 6	THE GREAT LAKES SPECIAL Flight 52-8	THE NORTH STAR Flight 4	
8:10AM 9:55AM 10:10AM 11:55AM ★12:10PM	★12:30PM 2:15PM 2:30PM 4:15PM 4:30PM 5:48PM 5:58PM 7:05PM	★5:35PM 7:20PM 7:35PM 9:20PM 9:35PM 10:53PM 11:08PM 12:15AM	10:00PM 11:45PM 12:00AM 1:45AM	0 251 509 697 857 638 808 1032	Lv. Chicago Ar. Ar. St. Louis Lv. Lv. St. Louis Ar. Ar. Memphis Lv. Lv. Memphis Ar. Ar. Jackson Lv. Lv. Jackson Ar. Ar. New Orleans Lv. Lv. Little Rock Ar. Ar. Little Rock Lv. Ar. Shreveport Lv. Ar. Shreveport Ar. Ar. Houston Lv.	3:40PM 1:55PM 1:40PM ★11:55AM 11:40AM 10:22AM 10:07AM 9:00AM	9:30PM 7:45PM 7:30PM ★5:45PM	12:55AM 11:10PM 10:55PM 9:10PM 8:55PM	2:30AM 12:45AM 12:30AM 10:45PM 10:25PM 9:07PM 8:52PM 7:45PM

Effective June 1, 1944 (Central War Time) ALL FLIGHTS DAILY

★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 52-8	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 9:20PM 2:15PM 12:30PM	12:15AM 10:53PM 9:10PM 7:20PM 5:35PM	1:45AM 11:45PM 10:00PM
AA 14 4:00 6:35 8:29	UAL 30 5:00 10:00 12:35 2:24	AA 6 10:00 11:50 12:10	TWA 12 12:10 3:55 7:05 9:00 9:00	UAL 5 3:50 5:35 11:03	AA 27 4:50 11:05 1:19	AA 25 11:05 1:19 11:15	UAL 29 2:04 4:59 7:36 8:05 8:36 9:04 8:19 6:15
10:24	10:31	4:29 3:31 5:21 5:50	9:26 1:16 3:11	11:45 12:40	7:00 9:00 12:15	3:00 4:00 3:45 4:00	4:00

Dark Face Type Indicates P.M. Light Face Type Indicates A.M.

*Via Pennsylvania-Central Airlines.

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
7:45PM 9:07PM 10:45PM 12:30AM 2:30AM	5:00PM 6:35PM 8:00PM	Lv. Houston (CT) Ar. Lv. Shreveport Ar. Lv. Little Rock Ar. Lv. New Orleans Ar. Ar. Jackson Lv. Ar. Memphis Ar. Ar. St. Louis Ar. Ar. Chicago Lv.	4:05PM 2:30PM 1:05PM	7:05PM 5:58PM	12:15AM 11:08PM
NWA 7 5:00AM 5:40AM 7:45AM 8:25AM	NWA 1 2:15AM 4:35AM	Lv. Chicago Ar. Ar. Milwaukee Lv. Ar. Rochester Lv. Ar. Minneapolis-St. Paul (CT) Lv.	7:00AM 5:15AM 4:35AM	11:15AM 9:10AM 9:10AM	NWA 4 NWA 6

Low Fares

Including certain through fares on connecting airlines	Chicago	Houston	Jackson	Little Rock	Memphis	New Orleans	Shreveport	St. Louis
Atlanta	49.63	41.50	29.90	22.75	23.15	36.68	73.36	36.68
Birmingham	49.03	35.20	29.30	22.15	20.00	36.08	72.16	36.08
Boston	98.06	70.40	58.60	44.30	40.00	59.70	119.40	59.70
Buffalo	92.35	70.70	73.00	64.60	75.65	80.15	119.40	80.15
Chicago	49.03	35.20	29.30	22.15	20.00	36.08	72.16	36.08
Cincinnati	92.35	70.70	73.00	64.60	75.65	80.15	119.40	80.15
Cleveland	46.85	33.70	29.61	22.91	20.11	33.69	73.38	33.69
Dallas-Ft. Worth	93.70	70.40	58.60	44.30	40.00	59.70	119.40	59.70
Dayton	55.45	37.85	34.85	27.70	45.75	43.25	86.50	43.25
Detroit	110.90	75.70	69.70	55.40	91.50	86.50	133.30	86.50
Houston	49.03	35.20	29.30	22.15	20.00	36.08	72.16	36.08
Indianapolis	54.63	37.03	34.03	26.88	46.64	42.43	84.86	42.43
Jackson	37.03	23.20	17.30	10.15	9.61	24.08	48.16	24.08
Jacksonville	74.06	46.40	34.80	20.30	19.22	48.16	95.26	48.16
Kansas City	54.93	31.50	41.75	37.55	44.30	47.63	95.26	47.63
Little Rock	34.03	21.20	17.30	10.15	9.61	24.08	48.16	24.08
Los Angeles	100.00	72.45	92.45	97.41	92.45	184.90	184.90	92.45
Memphis	26.88	27.75	10.15	7.15	19.76	13.93	27.86	13.93
Miami	68.15	50.05	60.30	53.15	62.85	62.25	124.50	62.25
Mpls.-St. Paul	136.30	100.10	120.60	106.30	124.50	124.50	194.82	124.50
New Orleans	46.64	31.50	41.75	37.55	44.30	47.63	95.26	47.63
New York	93.28	70.40	58.60	44.30	40.00	59.70	119.40	59.70
Pensacola	50.43	19.01	36.31	28.29	39.64	39.64	79.28	39.64
Philadelphia	100.86	78.45	55.55	57.85	50.70	61.75	132.10	61.75
Pittsburgh	68.10	46.50	47.50	40.35	54.50	55.90	118.80	55.90
San Antonio	59.50	32.65	31.00	37.30	22.15	46.65	93.30	46.65
St. Louis	119.00	65.30	62.00	74.60	44.30	93.30	142.60	93.30
San Francisco	12.95	41.68	21.08	13.93	33.69	29.48	58.96	33.69
Seattle	25.90	83.36	48.16	42.16	27.86	67.38	58.96	27.86
Shreveport	100.00	109.55	109.55	109.55	114.51	100.00	200.00	100.00
Washington D. C.	200.00	219.10	219.10	219.10	229.02	200.00	400.00	200.00

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

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