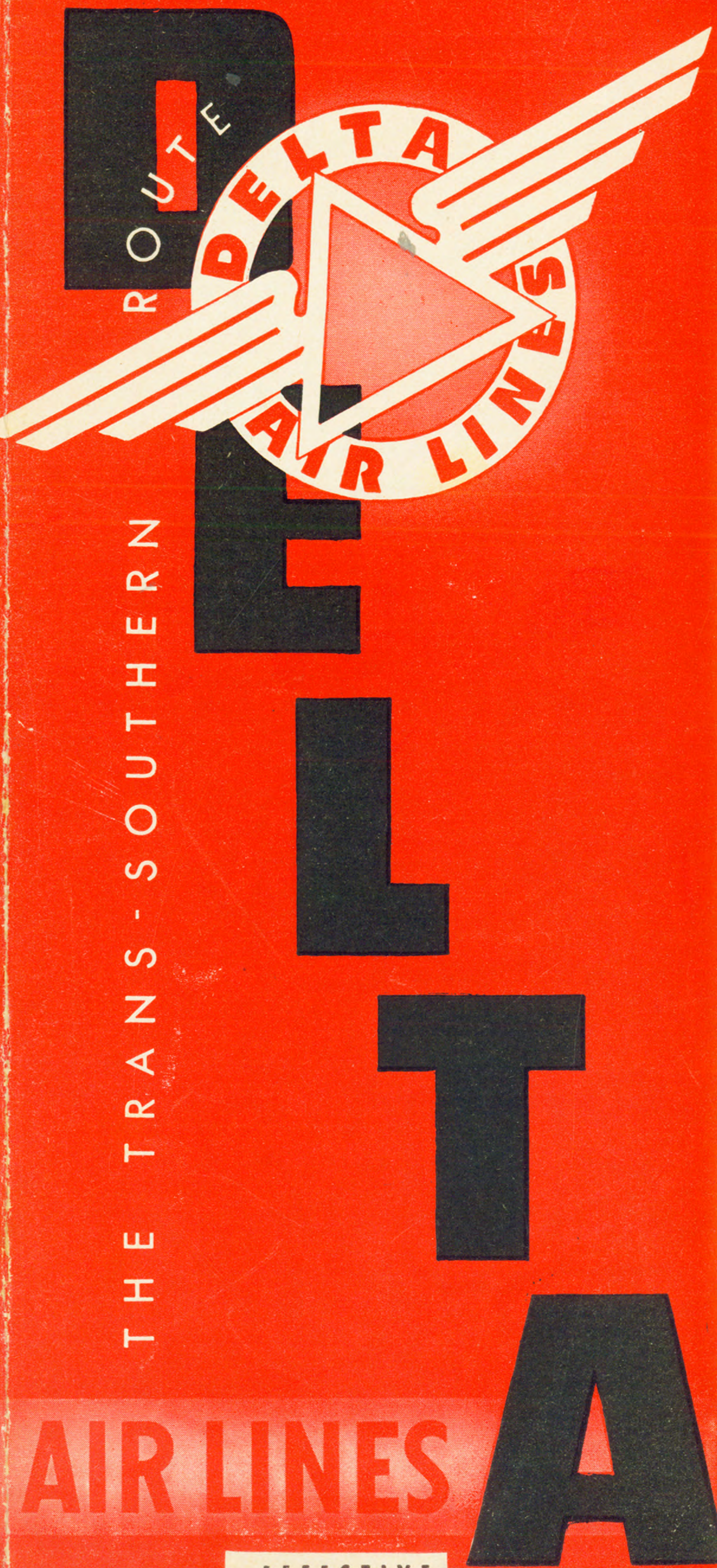


THE TRANS-SOUTHERN

AIR LINES

EFFECTIVE
January 1, 1944



DELTA AIR LINES

TICKET OFFICES AND GROUND SERVICE

CITY	TICKET OFFICE	TELEPHONE	AIRPORT	CAB TIME	CAB FARE
Alexandria, La.	Airport Terminal	2-1955	Air Base	40 min.	50c★
Atlanta, Ga.	87 Forsyth St., N. W.	CAIhoun 6611	Municipal	45 min.	75c★
Augusta, Ga.	Airport Terminal	3-4441	Municipal	20 min.	75c
Baton Rouge, La.	Airport Terminal	3-9561	Harding Field	30 min.	75c★
Birmingham, Ala.	2003 Third Ave., N.	4-1701	Municipal	25 min.	75c★
Charleston, S. C.	Airport Terminal	9-3791	Municipal	35 min.	\$1.00★
Cincinnati, Ohio	419 Walnut Street	Cherry 2737	Municipal	35 min.	75c★
Columbia, S. C.	Airport Terminal	East 1554	Lunken	20 min.	50c
Dallas, Texas	Main and Akard Streets	Central 7701	Love Field	30 min.	75c★
Forth Worth, Tex.	Airport Terminal	Dixon 4-2631	Meacham Field	25 min.	50c★
Jackson, Miss.	Edwards Hotel Bldg.	3-2403	Municipal	20 min.	60c★
Knoxville, Tenn.	Airport Terminal	4-8895	Municipal	45 min.	\$1.00★
Meridian, Miss.	Airport Terminal	380	Key Field	30 min.	50c★
Monroe, La.	Airport Terminal	1631	Selman Field	40 min.	\$1.00★
New Orleans, La.	St. Charles Hotel	Magnolia 0469	Municipal	45 min.	\$1.00★
Savannah, Ga.	Airport Terminal	Crescent 2173	Municipal	30 min.	75c★
Shreveport, La.	Washington-Youree Hotel	2-4621	Municipal	15 min.	50c

★ PASSENGERS ARE REQUESTED TO HAVE TICKETS CHECKED 20 MINUTES BEFORE DEPARTURE ★ Special Car at These Points

General Offices: Atlanta Municipal Airport, Atlanta, Georgia

GENERAL INFORMATION

AIR EXPRESS—All flights carry air express. For complete information regarding rates, pick-up and delivery, call the Air Express Division of your nearest Railway Express Agency.

AIR MAIL—All flights carry air mail.

ANIMALS—Pets will not be accepted as baggage for the duration of the war, except "Seeing-Eye" dogs which accompany blind passengers.

BAGGAGE—Forty (40) pounds of baggage will be carried free on any domestic ticket (baggage includes not only suitcases, but briefcases and packages). Excess baggage will be accepted upon special arrangements at the rate of 1/2 of 1% of the one-way fare per pound of excess, with a minimum total charge of 25 cents. The liability of the carrier for loss or damage to baggage and/or personal property is limited to the amount of one hundred dollars (\$100.00) unless a higher valuation be declared in advance and an additional charge paid therefor. Excess valuation limited to \$2,500.00 on each full fare ticket. Baggage not carried in the same plane as its owner must be opened and inspected.

CAMERAS—As a precautionary war measure, cameras may not be used in flight and must be checked with the agent or stewardess.

CHILDREN—One child under two years of age and not occupying a seat will be carried free with each accompanying passenger sixteen years of age or over. Children two years of age, or over, full fare. Unaccompanied children under twelve years of age will not be accepted for passage. Bassinets may be carried, size permitting, only if a seat is reserved and a ticket purchased for the infant.

EQUIPMENT—All Delta Air Lines flights are operated with Douglas 21-passenger DC-3's.

GENERAL—The use of alcoholic beverages is not permitted on planes.

PASSAGE, CANCELLATION BY COMPANY—The Company reserves the right to cancel bookings before passage or en route any time such action is deemed advisable or necessary. In all events, the passenger's sole recourse shall be the recovery of that portion of the fare equal to the distance untraveled.

PASSAGE, CANCELLATION BY PASSENGER—The purchaser may receive a refund for passage if same is cancelled prior to departure in accordance with Airlines Local and Joint Passenger Tariff.

REFUNDS—Requests for refunds should be addressed to the Auditor, Delta Air Corporation, Municipal Airport, Atlanta, Georgia.

RESERVATIONS—All reservations must be made in advance. Space for which tickets have not been purchased will not be guaranteed. Reservations may be made at any Delta Air Lines ticket office, at transportation or porters' desks in leading hotels, Postal or Western Union Telegraph offices, or offices of other air lines.

SCHEDULES—Schedules show the times at which planes may be expected to depart from and arrive at the several stations shown, and to connect with other planes, but their departure, arrival or connection at the time stated is not guaranteed. Delta Air Lines reserves the right to vary from the time shown in schedules without notice to the public.

STOP-OVER—Stop-overs will be allowed at any regular stop, provided reservation is made accordingly.



THE TRANS-SOUTHERN ROUTE

THE TRANS-SOUTHERN

AIR LINES

EFFECTIVE
January 1, 1944

★★★★★★

★★★★★★

THE SOUTH Looks Up!

From broad plantations, busy modern cities, roaring industrial centers, army camps and naval bases, a New South, intent upon its jobs of war . . . looks up.

Written in the skies is seen the image of a new tomorrow, a post-war era of industrial, agricultural, and aviation progress heretofore undreamed of. A day of new products, new markets and new opportunities.

Delta, flying along the trails of an old South steeped in tradition, history and ideals, has served for 18 years the business leaders of this advancing southland. . . . And Delta is destined to take an ever-increasing part in its rapid industrial development.



DELTA SERVES A NEW INDUSTRIAL SOUTH



This ad, first used by Delta in Newsweek Magazine last spring, attracted such favorable comment it is reproduced herewith.



DELTA Air Lines

DELTA AIR LINES SCHEDULES

Effective January 1, 1944

CINCINNATI — KNOXVILLE										SAVANNAH — CHARLESTON — ATLANTA																			
Southbound Read Down					Northbound Read Up					Westbound Read Down					Eastbound Read Up														
ATLANTA										ATLANTA — NEW ORLEANS — DALLAS — FORT WORTH																			
FLIGHT 21	FLIGHT 23	Miles	ALL FLIGHTS DAILY		Miles	FLIGHT 20	FLIGHT 22	FLIGHT 31	FLIGHT 7	Miles	ALL FLIGHTS DAILY		Miles	FLIGHT 30	FLIGHT 10														
10:40AM	6:00PM★	0	Lv	CINCINNATI (EWT)	Ar	381	9:40AM	5:05PM	9:05AM§		0	Lv	SAVANNAH (EWT)	Ar															
.....		69	Ar	(X) LEXINGTON (CWT)	Lv	312					1	Lv	CHARLESTON	Ar															
.....												Ar	COLUMBIA	Lv															
11:10AM	6:30PM	230	Ar	KNOXVILLE (CWT)	Lv	151	7:10AM	2:35PM	10:17AM	7:44PM	113	Ar	AUGUSTA	Lv	8:14AM														
11:19AM★	6:39PM		Lv		Ar		7:01AM	2:26PM	10:32AM	7:52PM★		Lv		Ar	8:06AM														
1:20PM	8:40PM	381	Ar	ATLANTA (EWT)	Lv	0	7:00AM☆	2:25PM	11:28AM	8:48PM	251	Ar	ATLANTA (EWT)	Lv	7:10AM☆														
Westbound—Read Down															Eastbound—Read Up														
ATLANTA — NEW ORLEANS — DALLAS — FORT WORTH																													
FLIGHT 5	FLIGHT 41	FLIGHT 1	FLIGHT 3	Miles	ALL FLIGHTS DAILY		Miles	FLIGHT 2	FLIGHT 40	FLIGHT 6	FLIGHT 4																		
3:15AM		12:40PM	9:20PM		Lv	ATLANTA (EWT)	Ar	784	2:56PM		12:56AM	3:25AM																	
3:10AM		12:35PM	9:15PM		Ar	BIRMINGHAM (CWT)	Lv	649	1:01PM		11:01PM	1:30AM																	
3:18AM		12:43PM★	9:23PM		Lv		Ar		12:53PM		10:53PM	1:22AM																	
.....		1:41PM			Ar	MERIDIAN	Lv	505	11:55AM★																				
.....		1:49PM			Lv		Ar		11:47AM																				
4:47AM		2:27PM	10:52PM		Ar	JACKSON	Lv	419	11:09AM		9:24PM	11:53PM																	
5:02AM		2:42PM	11:07PM		Lv		Ar		10:54AM		9:09PM	11:38PM																	
.....		3:28PM			Ar	MONROE	Lv	312	10:08AM																				
.....		3:36PM			Lv		Ar		10:00AM																				
.....					Ar	NEW ORLEANS	Lv																						
.....				0	Lv		Ar																						
.....				80	Ar	BATON ROUGE	Lv																						
.....					Lv		Ar																						
.....				177	Ar	ALEXANDRIA	Lv																						
.....					Lv		Ar																						
.....				288	Ar	SHREVEPORT	Lv	212	9:18AM	10:33AM	7:49PM	10:18PM																	
.....					Ar		Lv		9:10AM	10:25AM	7:41PM	10:10PM																	
6:22AM	3:43PM	4:18PM	12:27AM	470	Ar	DALLAS	Lv	30	7:58AM☆	9:13AM	6:29PM★	8:58PM																	
6:30AM☆	3:51PM	4:26PM	12:35AM		Lv		Ar		7:48AM	9:03AM	6:19PM	8:48PM																	
7:42AM	5:03PM	5:38PM	1:47AM																										
7:52AM	5:13PM	5:48PM	1:57AM	500	Ar	FORT WORTH (CWT)	Lv	0	7:30AM	8:45AM	6:01PM	8:30PM																	

(x) Service temporarily suspended. ★ Complimentary meal served aloft. ☆ Complimentary light refreshments. § Departure from Administration Building.

FARES: All fares shown are one-way, airport to airport. Double for round trip.

All fares are subject to 10% U. S. Tax	ONLINE POINTS										INTERLINE POINTS																
	ALEXANDRIA	ATLANTA	AUGUSTA	BATON ROUGE	BIRMINGHAM	CHARLESTON	CINCINNATI	COLUMBIA	DALLAS	FORT WORTH	JACKSON	KNOXVILLE	MERIDIAN	MONROE	NEW ORLEANS	SAVANNAH	SHREVEPORT	CHICAGO	DETROIT	JACKSON- VILLE	LOS ANGELES	MIAMI	NEW YORK	OKLAHOMA CITY	PITTSBURGH	TULSA	WASHINGTON
ALEXANDRIA				5.00			46.15*		15.50	15.50		40.70			8.50		6.00	48.43†	59.45†	35.10§	83.30	53.65§	75.50§	24.85	61.90†	30.45	63.55§
ATLANTA			7.00		6.50	13.50	19.50	10.00	38.50	38.50	18.50	8.00	14.00	24.00	23.15*	11.00	29.00	34.30	32.80	15.30	106.30	33.85	43.85	47.85	32.85	53.45	31.90
AUGUSTA		7.00			13.50	6.50	26.50	3.00	45.50	45.50	25.50	15.00	21.00	31.00	30.15*	4.00	36.00	41.30	39.80	10.25	113.30	28.80	43.20	54.85	39.85	60.45	31.25
BATON ROUGE	5.00						46.15§		20.50	20.50		40.70			3.50		11.00	50.14§	59.45§	30.10§	88.30	48.65§	70.50§	29.85	59.50§	35.45	58.55§
BIRMINGHAM		6.50†	13.50			20.00	23.70	16.50	32.00	32.00	12.00	12.20	7.50	17.50	20.00*	17.50	22.50	38.50	37.00	21.80	99.80	40.35	48.80	41.35		46.95	36.85
CHARLESTON		13.50	6.50		20.00		33.00	3.50	52.00	52.00	32.00	21.50	27.50	37.50	36.65*		42.50	47.80	46.30		119.80			61.35	46.35	66.95	
CINCINNATI	46.15*	19.50	26.50	46.15§	23.70	33.00		29.50	49.25	49.25	34.75	11.50	31.20	40.25	42.65*	30.50	45.15			34.80		53.35					
COLUMBIA		10.00	3.00		16.50	3.50	29.50		48.50	48.50	28.50	18.00	24.00	34.00	33.15*		39.00	44.30	42.80	14.60	116.30	33.15	40.20	57.85	42.85	63.45	28.25
DALLAS	15.50	38.50	45.50	20.50	32.00	52.00	49.25	48.50		1.50	20.00	44.00	24.50	14.50	24.00	49.50	9.50	46.85		50.60§		69.15§	80.60		66.50		68.65
FORT WORTH	15.50	38.50	45.50	20.50	32.00	52.00	49.25	48.50	1.50		20.00	44.00	24.50	14.50	24.00	49.50	9.50	46.85		50.60§		69.15§	80.60		66.50		68.65
JACKSON		18.50	25.50		12.00	32.00	34.75	28.50	20.00	20.00		24.20	4.50	5.50		29.50	10.50		49.00	33.80	87.80	52.35	60.80	29.35	46.50	34.95	48.85
KNOXVILLE	40.70	8.00	15.00	45.70	12.20	21.50	11.50	18.00	44.00	44.00	24.20		19.70	29.70	31.15*	19.00	34.70	26.30	24.80	23.30		41.85					
MERIDIAN		14.00	21.00		7.50	27.50	31.20	24.00	24.50	24.50	4.50	19.70		10.00	14.11*	25.00	15.00	41.53	44.50	29.30	92.30	47.85	56.30	33.85	42.00	39.45	44.35
MONROE		24.00	31.00		17.50	37.50	40.25	34.00	14.50	14.50	5.50	29.70	10.00		15.11*	35.00	5.00	42.53	54.50	39.30	82.30	57.85	66.30	23.85	52.00	29.45	54.35
NEW ORLEANS	8.50	23.15*	30.15*	3.50	20.00*	36.65*	42.65*	33.15*	24.00	24.00		31.15*	14.11*	15.11*		33.20*	14.50				91.80			33.35		38.95	
SAVANNAH		11.00	4.00		17.50		30.50		49.50	49.50	29.50	19.00	25.00	35.00	33.20*		40.00	45.30	43.80		117.30			58.85	43.85	64.45	
SHREVEPORT	6.00	29.00	36.00	11.00	22.50	42.50	45.15	39.00	9.50	9.50	10.50	34.70	15.00	5.00	14.50	40.00		42.43		41.10§	77.30	59.65§	71.30	18.85	55.90	24.45	59.35

* Via JACKSON For complete routings to above cities and to cities not shown, call any Delta Air Lines office or your transportation agent ALL DELTA FLIGHTS ARE TIMED BY BENRUS WATCHES

† Via SHREVEPORT

§ Via NEW ORLEANS

• Via SHREVEPORT and MEMPHIS

SIX SUGGESTIONS FOR WARTIME AIR TRAVELERS

- 1—Secure reservations as far in advance as possible.
- 2—In event of change in plans, notify airline immediately.
- 3—Verify your reservation by purchasing your ticket as soon as you can.
- 4—Carry minimum of luggage to conserve space for vital war express.
- 5—Avoid week-end congestion as far as possible.
- 6—Check in at the airport at least 20 minutes before flight time.

CONNECTING SCHEDULES

DETROIT - TOLEDO - BUFFALO - CLEVELAND - CINCINNATI											
ATLANTA - DALLAS - FORT WORTH											
AA 63	TWA 75	AA 21	TWA 79	AA 64	TWA 70	TWA 78	AA 22	AA 63	TWA 75	AA 21	TWA 79
7:30AM	8:08AM		2:20PM		12:34PM	7:34PM		7:30AM	8:08AM		2:20PM
.....			2:58PM		11:59AM	6:59PM					2:58PM
3:15PM	4:45PM	8:00AM		2:06PM				3:15PM	4:45PM	8:00AM	
6:44PM	7:12PM	8:59AM		12:13PM				6:44PM	7:12PM	8:59AM	
7:27PM	9:12AM	9:42AM	4:30PM	10:41AM	10:59AM	5:59PM	10:32PM	7:27PM	9:12AM	9:42AM	4:30PM
7:55PM	9:40AM	10:10AM	5:00PM	10:14AM	10:30AM	5:30PM	8:33PM	7:55PM	9:40AM	10:10AM	5:00PM
DAL 21	DAL 23-3	DAL 4-20	DAL 22	DAL 21	DAL 23-3	DAL 4-20	DAL 22	DAL 21	DAL 23-3	DAL 4-20	DAL 22
10:40AM	6:00PM	9:40AM	5:05PM	10:40AM	6:00PM	9:40AM	5:05PM	10:40AM	6:00PM	9:40AM	5:05PM
11:10AM	6:30PM	7:10AM	2:35PM	11:10AM	6:30PM	7:10AM	2:35PM	11:10AM	6:30PM	7:10AM	2:35PM
1:20PM	8:40PM	7:00AM	2:25PM	1:20PM	8:40PM	7:00AM	2:25PM	1:20PM	8:40PM	7:00AM	2:25PM
.....	9:20PM	8:30AM			9:20PM	8:30AM			9:20PM	8:30AM	
.....	9:15PM	8:30AM			9:15PM	8:30AM			9:15PM	8:30AM	
.....	10:52PM	11:53PM			10:52PM	11:53PM			10:52PM	11:53PM	
.....	12:27AM	11:53PM			12:27AM	11:53PM			12:27AM	11:53PM	
.....	1:47AM	8:58PM			1:47AM	8:58PM			1:47AM	8:58PM	
.....	2:15AM	8:30PM			2:15AM	8:30PM			2:15AM	8:30PM	

OMAHA - KANSAS CITY - WICHITA - TULSA - OKLAHOMA CITY											
DALLAS - NEW ORLEANS											
AA 35	MCA-BNF	BNF 9	AA 34	BNF-MCA	BNF 2	AA 35	MCA-BNF	BNF 9	AA 34	BNF-MCA	BNF 2
10:21PM	11:55PM	4:00AM	10:34PM	8:50PM	3:51AM	10:21PM	11:55PM	4:00AM	10:34PM	8:50PM	3:51AM
.....		5:26AM			2:33AM			5:26AM			2:33AM
11:58PM		6:40AM	7:34PM		1:20AM	11:58PM		6:40AM	7:34PM		1:20AM
12:59AM	3:00AM	7:55AM	8:25PM	6:00PM	12:05AM	12:59AM	3:00AM	7:55AM	8:25PM	6:00PM	12:05AM
2:12AM						2:12AM					
DAL 40	DAL 41	DAL 40	DAL 41	DAL 40	DAL 41	DAL 40	DAL 41	DAL 40	DAL 41	DAL 40	DAL 41
9:13AM	5:03PM	9:13AM	5:03PM	9:13AM	5:03PM	9:13AM	5:03PM	9:13AM	5:03PM	9:13AM	5:03PM
10:25AM	3:51PM	10:25AM	3:51PM	10:25AM	3:51PM	10:25AM	3:51PM	10:25AM	3:51PM	10:25AM	3:51PM
11:19AM	2:57PM	11:19AM	2:57PM	11:19AM	2:57PM	11:19AM	2:57PM	11:19AM	2:57PM	11:19AM	2:57PM
12:09PM	2:07PM	12:09PM	2:07PM	12:09PM	2:07PM	12:09PM	2:07PM	12:09PM	2:07PM	12:09PM	2:07PM
12:53PM	1:23PM	12:53PM	1:23PM	12:53PM	1:23PM	12:53PM	1:23PM	12:53PM	1:23PM	12:53PM	1:23PM

NEW YORK-WASHINGTON-PITTSBURGH-ATLANTA-JACKSON-DALLAS											
EAL 11	TWA PCA DAL	EAL 1	EAL 21			EAL 18	EAL 12	DAL PCA TWA	EAL		
8:00AM	10:30AM	5:10PM	7:25PM	Lv New York.....	(ET) Ar	7:29AM	11:24AM	5:19PM	11:42PM		
10:10AM	1:30PM	7:20PM	9:10PM	Lv Washington.....	Ar	5:45AM	9:13AM	3:40PM	9:39PM		
	4:00PM			Lv Pittsburgh.....	Ar	↑		1:33PM			
	6:39PM			Lv Knoxville.....	Ar			9:12AM			
	8:40PM			Ar Atlanta.....	(ET) Lv	1:20AM	4:40AM	7:00AM	6:00PM		
2:43PM		11:57PM	1:05AM								
	DAL 3		DAL 5			DAL 6		DAL 4	DAL 2		
	9:20PM		3:15AM	Lv Atlanta.....	(ET) Ar	12:56AM		3:25AM	2:56PM		
	9:15PM		3:10AM	Ar Birmingham.....	(CT) Lv	11:01PM		1:30AM	1:01PM		
				Ar Meridian.....	Lv				11:55AM		
	10:52PM		4:47AM	Ar Jackson.....	Lv	9:24PM		11:53PM	11:09AM		
				Ar Monroe.....	Lv				10:08AM		
	12:27AM		6:22AM	Ar Shreveport.....	Lv	7:49PM		10:18PM	9:18AM		
	1:47AM		7:42AM	Ar Dallas.....	Lv	6:29PM		8:58PM	7:58AM		
	2:15AM		8:10AM	Ar Fort Worth.....	(CT) Lv	6:01PM		8:30PM	7:30AM		