

Fly
for
business
and

WHY



DELTA AIR SERVICE, INC., MONROE, LOUISIANA

Fly for Business *and Why*

BUSINESS is on the wing. Ground transportation has proven too slow to meet the needs of a new epoch in human affairs. Flying has passed the stages of experimentation, barnstorming and stunting, and is now as stable and reliable as railway communication. Planes of questionable safety and airworthiness have given place to swift cargo and passenger carrying cabin ships, equipped with all the luxuries of the motor coach, flying on regular schedules with clock-like precision.

Traveling by air delivers the business man safely at his destination in one-third to one-half the time required by railway schedules. It cuts in half the costliest waste in business—time lost in travel. It doubles productive hours, speeds sales and increases profits.



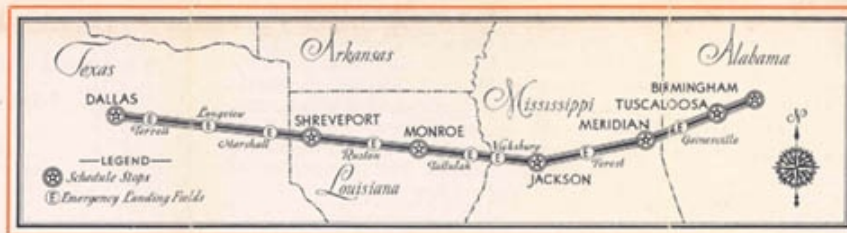
One of the Fleet

Air Mail Proves Stability

Those who question flying for business as practical will find air transport and air mail records most convincing. Regular transport companies carried 52,934 passengers (mostly business men flying for business) more than ten million miles in 1928. This year a hundred thousand business men will travel twenty million miles by air. Thus the impressive figures of last year are being doubled. The records of the Air Mail show that in 1927 U. S. Air Mail pilots flew 2,583,006 miles, proving that air transportation is practical and reliable. Last year the percentage of safe deliveries of Air Mail letters was as high as the percentage of safe deliveries of letters dispatched by train.

The Cold Logic of Figures

Suppose, for example, your office is in Dallas. You find you must run over to Jackson, Mississippi. Your time is worth \$10 an hour to your firm. By plane, you make the trip twelve hours quicker than the fastest train schedule. Counting both ways, you save twenty-four hours of travel time, at least two full working days. You save on hotel bills and Pullman fares. Add these items to the value of your time saved. Subtract the difference in air and railway fares and you will still have a net saving of more than \$100. A digest of air travel over principal transport routes shows that 80% of passengers are business men. Business men are air-minded and enthusiastic about the highly profitable results achieved through air travel.



Delta Air Service A Model Air Transport Line

The personnel of the Delta Air Service, Inc., is widely experienced in air transportation and allied activities. For the past five years the Company has operated the most complete cotton-dusting air service in the South and Southwest, its activities extending from Virginia to Texas. Simultaneously, members of the organization pioneered in the development of commercial aviation in Central and South American countries, including the establishment of air mail and passenger lines that are now a part of the famous Pan-American Airways. The company is amply financed, soundly established and ably manned. Its officials include men of substantial business interests throughout the cotton belt.

The development of the Delta Air Service Transport Line was the natural outgrowth of these intensive activities. The operation of cotton-dusting planes requires a high degree of skill on the part of the pilots. The planes fly only a few feet above the ground, scarcely higher than a man's head, and at a speed of about one hundred miles per hour. Landings and take-offs must be made in temporary landing fields of small size, lacking the safety and equipment of the modern airport.

Pilots of Unusual Skill Licensed by U. S. Department of Commerce

Naturally the flying of cotton-dusting planes develops pilots of unusual ability and highest technical skill. They become virtually as much a part of their ships as the engines and propellers.

The most experienced of these seasoned men are at the controls of Delta Air Service transport planes. They are licensed by U. S. Department of Commerce for transport passenger service. They are too modest to court publicity for their accomplishments, yet among who's who in aviation their names are chalked up among the country's finest pilots.

Daily Schedules Through Four States

Delta Air Service is a nationally recognized passenger transport company, licensed by U. S. Department of Commerce. Its planes make available the maximum in safety, comfort, speed and convenience between the cities of Dallas, Texas; Shreveport, Louisiana; Monroe, Louisiana; Jackson, Mississippi; Meridian, Mississippi; Tuscaloosa, Alabama; and Birmingham, Alabama. Connections are made at Birmingham, Jackson, Shreveport and Dallas with other important air transport lines.

DeLuxe Enclosed Cabin Planes

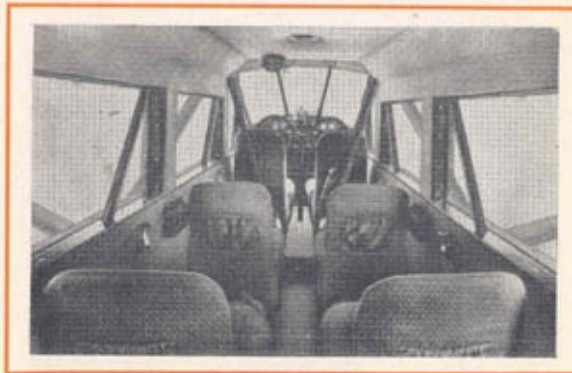
Before operation of the line began, months were spent in laying plans, mapping routes, se-

lecting best and safest equipment and thoroughly organizing all details of the new service. Everything was in perfect readiness before the first plane took off on its initial passenger flight.

Delta Air Service ships are the safe, swift Travel-Air enclosed cabin planes, equipped with 300 horsepower Wright Whirlwind motors. They bring a new luxury and comfort to air travel, undreamed of even five years ago. Each plane seats five passengers and pilot and provides ample space for luggage, wash room and toilet. These planes take-off, fly and land with remarkable ease and smoothness and there is a noticeable absence of minor discomforts. Passengers up for the first time experience a feeling of absolute security, confidence and relaxation that is agreeably surprising. Planes arrive and leave each airport on the line on exact schedule.

Skilled Ground Service

During five years of successful operation, Delta Air Service has developed a ground service unit that is one of the most complete and efficient in the United States. Between trips each plane is thoroughly overhauled by this skilled ground



Interior of Cabin

crew. They inspect minutely each part from tail to "prop". They give it the care bestowed upon a promising young thoroughbred being groomed for the Derby. Nothing is left undone to assure mechanical perfection, safety and airworthiness. Master mechanic and chief pilot give the ship a final inspection before it takes off on each flight.

Reservations

All seats are reserved. Tickets should be purchased in advance to be sure of space reservation. Reservations may be made through any office or representative of the company, or through tourist agencies and porters at leading hotels in all cities on the line. Cancellations not accepted later than twenty-four hours before departure of plane, unless there is unsold space remaining at time of requested cancellation.

Special Parties

Delta Air Service planes may be chartered for special trips anywhere within the United States or Canada. The charges are reasonable and in line with similar tariffs of other responsible air transport companies. Ask our nearest representative, write or wire Delta Air Service, Inc., Selman Field, Monroe, Louisiana, for full details.



DELTA AIR SERVICE, INC.
Monroe, Louisiana

Schedule
PASSENGER LINE

DALLAS—BIRMINGHAM

EASTBOUND

WESTBOUND

Read Down

Read Up

| | | | |
|-----------------|------------|-------|-----------------|
| Lv. 8:30 A. M. | Dallas | ----- | Ar. 4:00 P. M. |
| Ar. 10:40 A. M. | Shreveport | -- | Lv. 1:50 P. M. |
| Lv. 10:45 A. M. | | | Ar. 1:45 P. M. |
| Ar. 11:55 A. M. | Monroe | ---- | Lv. 12:35 P. M. |
| Lv. 12:10 P. M. | | | Ar. 12:20 P. M. |
| Ar. 1:25 P. M. | Jackson | ---- | Lv. 11:05 A. M. |
| Lv. 1:35 P. M. | | | Ar. 10:55 A. M. |
| Ar. 2:40 P. M. | Meridian | --- | Lv. 9:50 A. M. |
| Lv. 2:45 P. M. | | | Ar. 9:45 A. M. |
| Ar. 3:45 P. M. | Tuscaloosa | | Lv. 8:45 A. M. |
| Lv. 3:50 P. M. | | | Ar. 8:40 A. M. |
| Ar. 4:30 P. M. | Birmingham | | Lv. 8:00 A. M. |

| | Dallas | Shreveport | Monroe | Jackson | Meridian | Tuscaloosa | Birm'gham |
|-------------------|------------------------------------|-----------------|----------------|----------------|----------------|----------------|----------------|
| Dallas | O. W. \$ 21.50 R. T. Save 38.00 | \$ 34.00 | \$47.25 | \$ 58.25 | \$ 68.75 | \$ 74.75 | |
| Shreveport | O. W. \$21.50 R. T. 38.00 | Time 20.00 | 12.50 | 25.75 | 36.75 | 47.25 | 53.25 |
| Monroe | O. W. 34.00 R. T. 62.50 | 12.50 20.00 | Travel | 13.25 21.50 | 24.25 43.50 | 34.25 63.00 | 40.25 75.00 |
| Jackson | O. W. 47.25 R. T. 90.00 | 25.75 46.00 | 13.25 21.50 | By | 11.00 20.00 | 21.50 38.00 | 27.50 50.00 |
| Meridian | O. W. 58.25 R. T. 110.00 | 36.75 67.50 | 24.25 43.50 | 11.00 20.00 | The | 10.50 19.00 | 16.50 30.00 |
| Tuscaloosa | O. W. 68.75 R. T. 130.00 | 47.25 90.00 | 34.25 63.00 | 21.50 38.00 | 10.50 19.00 | Air | 6.00 10.00 |
| Birm'gham | O. W. 74.75 R. T. 140.00 | 53.25 100.00 | 40.25 75.00 | 27.50 50.00 | 16.50 30.00 | 6.00 10.00 | Line |

Children occupying seats will be charged full rates. Twenty-five pounds of baggage carried free of charge for each passenger. Excess baggage at rate of 25c per pound on each division. No animals carried on planes.

Express Service

All Delta Air Service Transport planes carry express parcels between the cities served. The charges are reasonable and delivery is much quicker than by any other method of shipment. Special care is taken to see that packages are handled promptly and delivered at once from the airport to which they are addressed. Full information about express service upon request.

Weather Reports

Weather conditions for flying the year around are as nearly perfect along the Delta Air Service line as can be found anywhere in the world. The open winters assure practically no snow, ice and sleet at all airports and in the air itself. Weather reports are furnished Delta Air Service pilots at each airport when they land and before they take off on the next stage of their flight. We have the full cooperation of the U. S. Weather Bureau in furnishing adequate, reliable and up-to-date reports.

Transportation To and From Airports

Bus or taxi service between leading hotels and airports in each city on the line is provided and included in the price of each ticket. This service takes you to the airport just before the takeoff and after landing speeds you quickly downtown with a minimum loss of time at both ends of your trip. Full information about bus and taxi service can be secured from leading hotels in each city, where Delta Air Service tickets are on sale, or from our pilots, representatives or home office.

TRAVEL THE MODERN WAY

Safe—Swift—Comfortable



DELTA AIR SERVICE, INC.

Selman Field—Phone 1631

MONROE, LOUISIANA