

EASTERN *Air Lines*



EFFECTIVE MARCH 1, 1939
(Subject to change without notice)

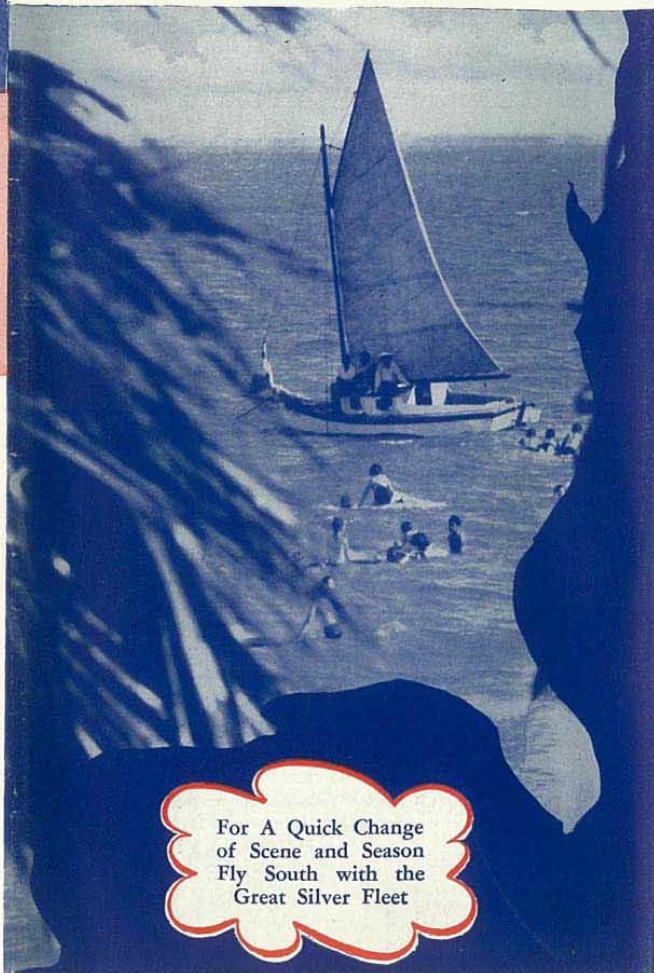


A NEW ROUTE to BROWNSVILLE and Mexico

Extension of Eastern's New York-Atlanta-Houston route will give air travelers a choice of *two* gateways to Mexico, Central and South America—via Miami and via Brownsville, Texas.

MEMBER OF THE NATIONAL SAFETY COUNCIL

PRINTED IN U. S. A.



For A Quick Change
of Scene and Season
Fly South with the
Great Silver Fleet



FLEE... Winter's Icy Blasts!
FLY... Silverliners of The Great Silver Fleet to Florida!
FLOWN . In a Third of a Day!
FROM... Snow to Sunshine!

New York + Silverliner + You + 8 $\frac{1}{4}$ Hours = Miami
Chicago + Silverliner + You + 10 $\frac{1}{2}$ Hours = Miami and SUMMER

Though all the great outdoor world you call Home is blanketed with an "eiderdown" of snow, it is well for you to remember that within a few hours you may fly to delightful resort cities.

You are invited to spend the winter with the sun beginning tomorrow. You are urged to elude the wintry gales and fly to the land of "Mediterranean" skies, there where the sun drenches you with its health-giving violet rays, where the air is as gentle to the touch as kittens' fur, where the tropical waters of deepest blue invite you for play and sport—fishing, swimming, sailing.

Eastern Air Lines' Silver Fleet Service is now offered to both the East and West Coasts of Florida. Your reservation is as near to you as your telephone. Your bill-of-entertainment fare, whether for several months or only a weekend—whether for fishing, golfing, sailing, riding, swimming or just loafing—is guaranteed.

And so, we invite you to: Flee Winter's Icy Blasts . . . Fly Silverliners to Florida . . . In a Third of a Day . . . From Snow to Sunshine!

5 ROUND-TRIPS DAILY FROM NEW YORK; TWO FROM CHICAGO

EASTERN AIR LINES

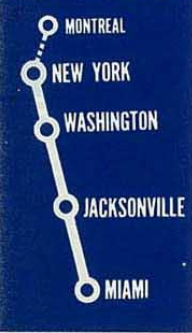
City Ticket Office Airport Ticket Office
211 St. Charles St. Shushan Airport
RAYmond 8465 FRanklin 3161
AIRMAIL - PASSENGERS - EXPRESS

Sec. 562 P. L. & R.



LOS ANGELES-KANSAS CITY-ST. LOUIS-JACKSONVILLE-MIAMI

Read	Down	Daily	Read	Up
#4	#14	Via TWA	#15	
9:00		Lv Los Angeles (PT) Ar	8:24	
8:40	2:00	Lv Kansas City (CT) Ar	11:48	
10:13	3:33	Lv St. Louis (CT) Ar	9:57	
11:36	4:56	Ar Indianapolis (CT) Lv	8:18	
#9	#7	Via Eastern Air Lines	#10	
12:30	8:00	Lv Indianapolis (CT) Ar	4:50	
1:20	8:50	Ar Louisville (CT) Lv	4:00	
2:35	10:05	Ar Nashville (CT) Ar	2:45	
3:35	11:05	Ar Chattanooga (CT) Lv	1:45	
4:30	11:55	Ar Jacksonville (ET) Lv	12:50	
7:40	3:05	Ar Jacksonville (ET) Lv	11:40	
8:55	4:20	Ar Daytona Beach (ET) Lv	10:25	
19:45	4:30	Ar W. Palm Beach (ET) Lv	10:25	
10:30	5:55	Ar Miami (ET) Lv	8:50	



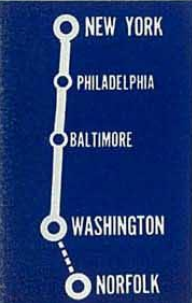
MONTREAL-NEW YORK-WASHINGTON-JACKSONVILLE-MIAMI

Read	Down	Except Sunday	Read	Up
#3	#2	Via Canadian Colonial Airways	#2	#4
9:20		Lv Montreal (ET) Ar	11:45	9:10
11:20		Ar Newark (ET) Lv	9:15	7:00
#17		Via Eastern Air Lines	#14	#6
2:00		Lv Newark (ET) Ar	7:15	8:20
3:20		Ar Washington (ET) Lv	5:25	7:00
		Ar Charleston (ET) Lv	1:05	1:30
		Ar Savannah (ET) Lv	12:05	2:35
7:45		Ar Jacksonville (ET) Lv	11:05	12:35
9:45		Ar W. Palm Beach (ET) Lv	9:25	12:35
10:20		Ar Miami (ET) Lv	8:50	11:59



DETROIT-CHICAGO-LOUISVILLE-ATLANTA-MIAMI

Read	Down	Daily	Read	Up
#19x	#15	Via American Airlines	#8	#6
7:15	4:30	Lv Detroit (ET) Ar	11:10	11:00
8:35	5:22	Ar Chicago (CT) Lv	8:40	8:30
#9	#7	Via Eastern Air Lines	#10	#8
11:15	6:45	Lv Chicago (EAL) (CT) Ar	6:05	6:35
		Lv Cleveland (ET) Ar	9:12	9:12
		Lv Columbus (ET) Ar	8:20	8:20
		Lv Dayton (ET) Ar	7:43	7:43
		Lv Cincinnati (ET) Ar	7:00	7:00
		Ar Louisville (CT) Lv	5:20	5:20
		Via Eastern Air Lines	#10	#8
1:30	9:00	Lv Louisville (CT) Ar	3:50	3:50
4:30	11:59	Ar Atlanta (CT) Lv	12:50	12:50
7:40	3:05	Ar Jacksonville (ET) Lv	11:40	12:10
8:55	4:20	Ar Orlando (ET) Lv	10:25	10:50
19:45	4:30	Ar W. Palm Beach (ET) Lv	9:25	9:25
10:30	5:55	Ar Miami (ET) Lv	8:50	9:15



NEW YORK-WASHINGTON-NORFOLK

Read	Down	Passengers are Requested To Be At Ticket Office 10 Minutes Before Scheduled Departure Time	Read	Up
Trip 3		(New York City Ticket Offices)	Trip 82	
AM		Lv 61 Vanderbilt Ave. (ET) Ar	PM	
8:15		Lv 167 W. 32nd Street (ET) Ar	3:05	
8:25			7:55	
		Via Eastern Air Lines		
9:00		Lv Newark (ET) Ar	7:20	
10:20		Ar Washington (ET) Lv	6:00	
#3		Via Pennsylvania Central Airlines	#9	
10:55		Lv Washington (ET) Ar	5:45	
12:00		Ar Norfolk (ET) Lv	4:40	

LOS ANGELES-FT. WORTH-ATLANTA-MIAMI

Read	Down	Daily	Read	Up
#8	#2	Via American Airlines	#3	#1
10:30	7:00	Lv Los Angeles (PT) Ar	8:49	12:37
8:35	5:45	Ar Ft. Worth (CT) Lv	4:45	4:45
#2	#4	Via Delta Air Lines	#3	#1
9:20	6:00	Lv Ft. Worth (CT) Ar	7:1	1:40
		Ar Dallas (AMA) (CT) Lv	2:37	1:40
9:50	6:23	Lv Dallas (CT) Ar	1:00	1:10
11:12	7:40	Lv Shreveport (CT) Ar	11:36	11:45
2:58	10:58	Lv Birmingham (CT) Ar	7:58	7:58
3:55	11:55	Ar Atlanta (CT) Lv	7:00	7:00
#9	#1	Via Eastern Air Lines	#10	#8
4:50	12:15	Lv Atlanta (CT) Ar	12:30	1:00
7:40	3:05	Ar Jacksonville (ET) Lv	11:40	12:10
		Ar Daytona Beach (ET) Lv	11:05	11:05
8:55	4:20	Ar Orlando (ET) Lv	10:25	10:50
19:45	4:30	Ar W. Palm Beach (ET) Lv	9:25	9:25
10:30	5:55	Ar Miami (ET) Lv	8:50	9:15

LOS ANGELES-FT. WORTH-NASHVILLE-ATLANTA-MIAMI

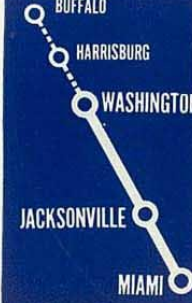
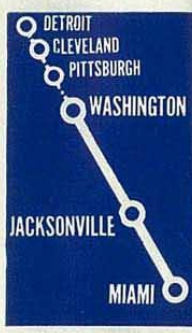
Read	Down	Daily	Read	Up
#8	#3	Via American Airlines	#3	#1
10:30		Lv Los Angeles (PT) Ar	8:49	
8:50		Lv Fort Worth (CT) Lv	2:37	
		Lv Dallas (CT) Lv	1:00	
1:00		Ar Nashville (CT) Lv	10:00	
#9	#10	Via Eastern Air Lines	#10	#8
2:45		Lv Nashville (CT) Ar	2:35	
4:30		Ar Atlanta (CT) Lv	12:50	
7:40		Ar Jacksonville (ET) Lv	11:40	
8:55		Ar Orlando (ET) Lv	10:25	
19:45		Ar West Palm Beach (ET) Lv	9:25	
10:30		Ar Miami (ET) Lv	8:50	

DETROIT-CLEVELAND-PITTSBURGH-WASHINGTON-MIAMI

Read	Down	Eastern Std. Time	Read	Up
#6	#6	Via Pennsylvania Central Airlines	#7	#1
7:10	7:10	Lv Detroit (ET) Ar	8:01	2:24
8:03	8:03	Lv Cleveland (ET) Ar	7:10	1:30
8:23	8:23	Lv Akron (ET) Ar	6:45	12:20
9:20	9:20	Lv Pittsburgh (ET) Ar	5:55	12:20
10:30	10:30	Lv Washington (ET) Ar	4:35	10:59
#3	#25	Via Eastern Air Lines	#6	#16
10:35	12:35	Lv Washington (ET) Ar	4:20	8:45
1:25		Ar Charleston (ET) Lv	1:30	5:05
2:15		Ar Savannah (ET) Lv	12:40	1:05
3:10	4:40	Ar Jacksonville (ET) Lv	11:45	4:40
		Ar Orlando (ET) Lv	10:25	4:40
5:10		Ar W. Palm B. (ET) Lv	2:40	9:25
5:45	7:05	Ar Miami (ET) Lv	9:20	2:00

BUFFALO-HARRISBURG-WASHINGTON-MIAMI

Read	Down	Except Sundays & Holidays	Read	Up
#61-8	#51	Via Penn. Central Airlines	#62	#52
11:30	5:15	Lv Buffalo (ET) Ar	11:10	11:10
2:52	7:05	Lv Harrisburg (ET) Ar	9:10	9:10
#17	#15	Via Eastern Air Lines	#4	#14
3:40	9:45	Lv Washington (ET) Ar	4:15	5:05
		Ar Charleston (ET) Lv	1:25	1:05
		Ar Savannah (ET) Lv	11:55	12:05
7:45		Ar Jacksonville (ET) Lv	11:05	12:35
9:45		Ar Daytona Beach (ET) Lv	9:25	12:35
10:20	6:05	Ar Miami (ET) Lv	8:50	11:59



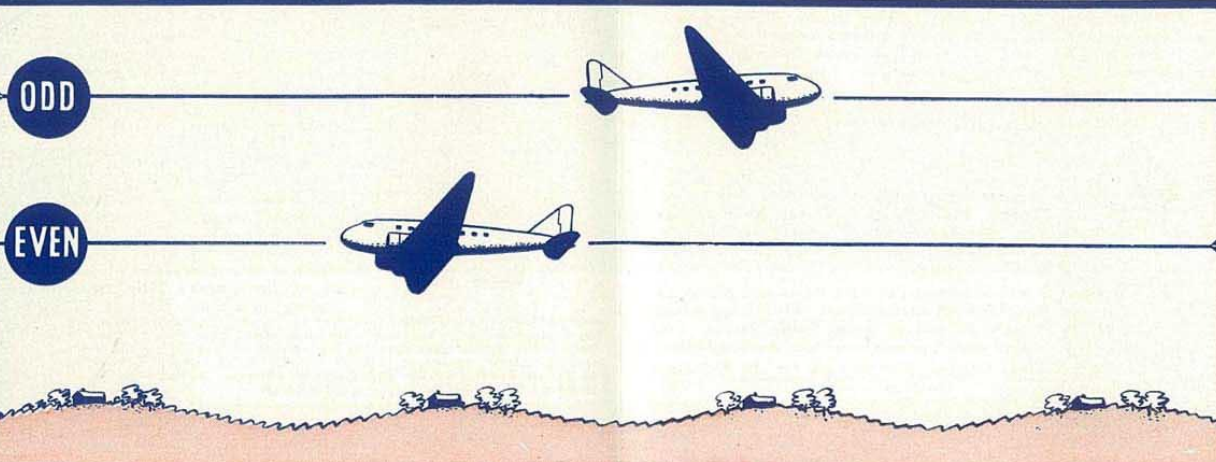
Information — Tickets

Eastern Air Lines does not operate ground transportation at any city. These facilities are listed for your convenience and the fares published simply for your protection.

CITY	TICKET OFFICE ADDRESS	PHONE	Ground Transportation	Mis. City	Fare
Atlanta, Ga.	City: 93 Forsyth St., N. W. Field: Atlanta Municipal Airport	Walnut 6040 Calhoun 3131	Belle Isle car leaves City Ticket Office or Piedmont Hotel 45 minutes before plane departure.	9	\$0.75
Baltimore, Md.	City: 305 N. Charles St. Field: Logan Field	Plaza 4181 Riverside 0304	Car when ordered in advance leaves Lord Baltimore Hotel 40 minutes before plane departure.	8	.75
Birmingham, Ala.	Field: Municipal Airport	9-6822	Brown Taxi Cab lvs downtown hotels and R.R. stas. 25 min. before plane departure.	5	.50
Boston, Mass.	Field: Municipal Airport	*Liberty 5117	*When closed phone East Boston 2040 for reservations.		
Charleston, S. C.	City: Hotel Charlotte Field: Charlotte Municipal Airport	4876 2-2241 6616	Take Gray Line Tours Taxi. Allow 30 minutes before plane departure.	10	1.00
Charlotte, N. C.	City: 714 Fannin St. (Texas State Hotel). Field: Howard Hughes Airport	2-2241 6616	Take Yellow Cab. Allow 30 minutes before plane departure.	6	.75
Chattanooga, Tenn.	Field: Municipal Airport	2-3513 (night) 6-2237 (day)	Take Blue Bird Cab. Allow 30 minutes before plane departure.	9 1/2	.75
Chicago, Ill.	City: 120 S. Michigan Ave. Field: Municipal Airport	Harrison 5555 Plymouth 6700	Car from City Ticket Office leaves 45 minutes before plane departure.	12	.75
Daytona Beach, Fla.	Field: Municipal Airport	Daytona B. 193	Take Courtesy Cab. Allow 30 minutes before plane departure.	3	.50
Greensboro, N. C.	Field: Lindley Field	5776	Take Blue Bird Taxi Cab. Allow 35 minutes before plane departure.	10	1.00
Houston, Tex.	Field: Municipal Airport	2163	Take Yellow Cab. Allow 25 minutes before plane departure.	4	.50
Indianapolis, Ind.	City: 714 Fannin St. (Texas State Hotel). Field: Municipal Airport	Preston 9622 Wydown 9-1273	Car from downtown hotels leaves 45 minutes before plane departure.	10	.75
Jacksonville, Fla.	City: 304 W. Adams St. Field: Municipal Airport	Belmont 3330 5-2363 5-1576	Take Wood Auto Livery. Allow 40 minutes before plane departure.	7	.75
Louisville, Ky.	Field: Bowman Field	Highland 3300	For Car Service, phone 5-0734. Allow 30 minutes before plane departure.	8	.75
Memphis, Tenn.	Field: Municipal Airport	3-1164	Take Yellow Cab. Allow 30 minutes before plane departure.	6	.75
Miami, Fla.	City: 38 Biscayne Blvd. (Columbus Hotel) Field: 36th St. Airport	2-0504 Belmont 36	Car leaves City Ticket Office 30 minutes before plane departure.	7	.50
Mobile, Ala.	Field: Municipal Airport	Cedar 1382	Take Black and White or Yellow Cab. Allow 30 minutes before plane departure.	7 1/2	.75
Montgomery, Ala.	Field: Municipal Airport	Sheffield 1180, Ext. 266	Burns Cab leaves Sheffield 25 minutes before plane departure. (Note: To Florence, Ala., allow 1 hour, fare \$1.00. To Tusculumbia, allow 45 minutes, fare \$1.00.)	6	.75
Muscle Shoals, Ala.	Field: T. V. A. Airport	6-2742	Take any cab. Allow 30 minutes from downtown hotels before plane departure.	6 1/2	.75
Nashville, Tenn.	City: Andrew Jackson Hotel Field: Nashville Municipal Airport	5-4321 Mitchell 2-0915	Take Yellow Cab. Allow 30 minutes before plane departure.	3	.75
Newark, N. J.	Field: Newark Airport	Raymond 8465 Franklin 3161	Take Yellow Cab Special Limousine. Allow 45 minutes before plane departure.	9	.75
New Orleans, La.	City: 211 St. Charles St. Field: Shushan Airport	Mur'y Hill 9-8420 6865	Carey Cadillac Renting Co. Coach leaves as shown on schedule.	12	1.00
New York, N. Y.	City: 51 Vanderbilt Ave. & 167 W. 32nd St. Field: Municipal Airport	Franklin 3161	Take Taxi. Allow 20 minutes before plane departure.		.25
Orlando, Fla.	City: 1339 Walnut St. Field: Central Airport, Camden, N. J.	Pennypacker 3363 Camden 8135	Taxi when ordered in advance lvs. Air Ticket Office or Bellevue Stratford Hotel 35 mins before plane departure & Adelpia or Ben Franklin Hotels 30 mins. before plane departure.	5 1/2	.75
Philadelphia, Pa.	Field: Central Airport	Raleigh 1870	Take Strop Taxi. Allow 15 minutes before plane departure.	3 1/2	.50
Raleigh, N. C.	City: 708 E. Grace St. Field: Byrd Field	2-0034 2-5848	Yellow Cab Service. Allow 40 minutes from Jefferson Hotel and points east.	7 1/2	1.10
Richmond, Va.	Field: Stinson Airport	Kenwood 9222	From points west of Jefferson Hotel, allow additional 10 minutes.	7 1/2	1.10
San Antonio, Texas.	Field: Municipal Airport	5321	Take Yellow Cab from downtown hotels 45 minutes before plane departure.	6 1/2	.50
Savannah, Ga.	Field: Municipal Airport	5321	Take Yellow Cab. Allow 30 minutes before plane departure.	7	.75
Spartanburg, S. C.	Field: Municipal Airport	Spart. 766	Take Franklin Cab. Allow 20 minutes before plane departure.	2 1/2	.50
Tallahassee, Fla.	Field: Dale Mabry Airport	622	Take City Taxi. Leave hotel and business district 20 minutes before plane departure.	3	.50
Tampa, Fla.	Field: Peter O. Knight Airport	H-1488	Take Yellow Cab. Leave hotel and business district 20 minutes before plane departure.	3	.25
Washington, D. C.	Field: Washington Airport (For Reservation) City: 808 15th St., N. W.	Republic 3311 Republic 4232	Take any taxi. Allow 20 minutes before plane departure.	2 1/2	and up
West Palm Beach, Fla.	Field: Palm Beach Airport City: George Washington Hotel	3828	Take Acme taxi. From Palm Beach allow 45 minutes; from West Palm Beach 30 minutes before plane departure.	5	1.00 (PB) 75 (WPB)
Vero Beach, Fla.	Field: Municipal Airport	141	Take taxi. Allow 20 minutes.	1	.50

THE PLANE IN THE AIR

TRAFFIC RULES: In selecting flying altitudes, the Captain looks for favoring winds and weather. In doing so, he also observes the safety rule that all southbound planes fly at even altitudes, northbound at odd.



Special Events and Important Facts!

MEMPHIS-BIRMINGHAM-MONTGOMERY-TALLAHASSEE-TAMPA



For many years the need for a direct air passenger, airmail and air express service from Memphis, Tenn.—the "Central South"—into the Deep South, has been apparent. Eastern Air Lines is now privileged to announce that this need is gratified in the extension of Silver Fleet Service from Memphis to Tampa, Fla., via Florence-Sheffield-Tusculum, Birmingham and Montgomery, Ala., and Tallahassee, Fla.

This service enables you to enplane at Memphis at shortly after noon; you will arrive at Tampa in time for dinner. Thus New York, Chicago and the great Southwest are now placed within a few hours of Memphis and the rich, industrial enroute cities by this new service—more evidence of Eastern Air Lines' efforts to connect the hinterland with the Nation's metropolises.

THE RICKENBACKER TROPHY



The Rickenbacker Trophy, shown here, is a silver sailfish 18 inches high, with crossed rods and reels, and surmounted by a miniature Eastern Air Lines ship. Donated by Captain E. V. Rickenbacker, President of Eastern Air Lines, this handsome, well-worth-winning prize is offered to the Flying Fisherman Club member who on meeting the eligibility rules catches the largest Sailfish during the calendar year. Permanent possession of the trophy is awarded to the member who wins the coveted prize three times. If you are not a member, fly to Florida fishing waters—become eligible for membership and compete for the trophy. Inquire at any Eastern Air Lines office for further information about the Flying Fisherman Club, and how you can become eligible for the Rickenbacker Trophy.

SPEED YOUR SHIPMENTS WITH AIR EXPRESS



Distance means nothing when you ship by Air Express. Miles shrink to inches, hours to minutes. Air Express offers super-speed day and night service over a nation-wide network of air-lines. Up to 2500 miles overnight.

Fast, coordinated service between express trains and planes extends this speed to 23,000 off-airline offices. Also direct service to Canada, Latin America and principal Pacific points. Cost absurdly low compared with time saved and results accomplished.

Phone any Railway Express office and ask for Air Express Division.

YOUR FLIGHT



Before your Eastern Air Lines Silverliner leaves the ground, expert technical men inspect the engines, engine instruments, flying instruments, radio equipment, controls, propellers, brakes and tires. This inspection is separate and distinct from the regularly scheduled checks and overhauls which are a vital part of the life of The Great Silver Fleet.

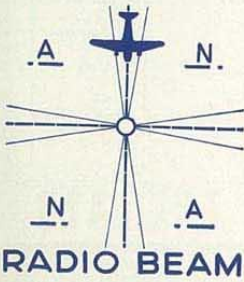
The Captain and the Pilot discuss and analyze the general weather forecast and the special forecast of your particular trip with the station meteorologist and dispatcher. The special trip forecast gives expected FLIGHT CONDITIONS* at the next two scheduled landing fields and at two optional intermediate fields within fuel range. General phenomena, visibility, ceiling and all other data pertinent to a thorough understanding of FLIGHT CONDITIONS, are discussed.

Before leaving the ground, the Captain draws up his Flight Plan, which is a "blue print" of the way in which he intends to fly the trip; the altitude, speed, course and estimated flying time between radio check points—namely, to fixed points at which he plans to make his routine reports on the progress of his flight, to ground stations.

In a few moments you are in the air. You will observe that your Silverliner offers practically every comfort of a luxurious home. Your Captain is flying on the Radio Beam, on a course as well defined to him—whether in daylight or darkness—as the highway in broad daylight is to the motorist.

A quiet, efficient Flight-Steward attends your every comfort rendering such personal services as you may be in need. On the longer flights your Flight-Steward serves tasty meals, with the compliments of Eastern Air Lines.

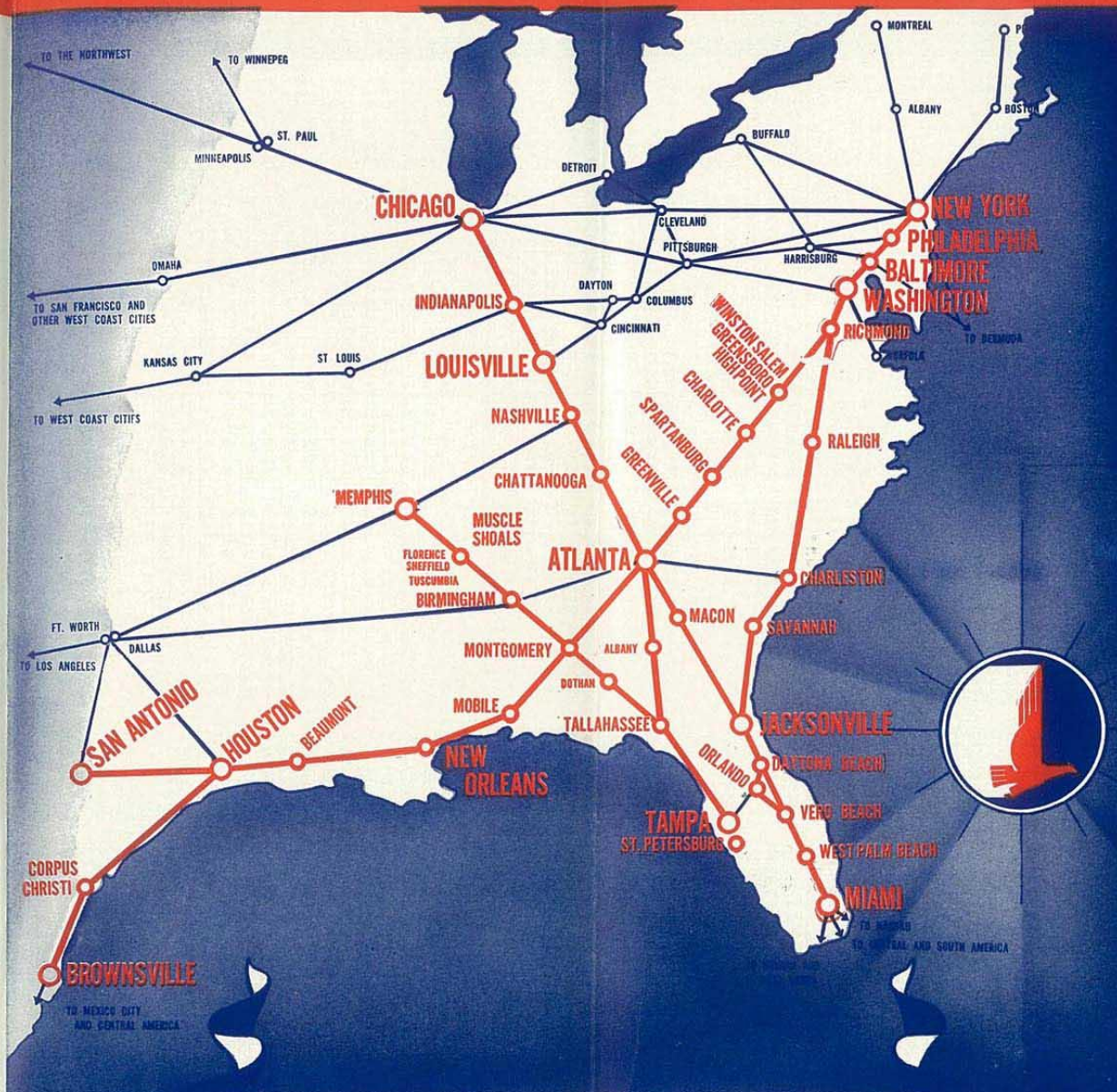
The Way of The Great Silver Fleet boasts 5,014 miles, giving Eastern Air Lines third place among the nation's "Big Four" commercial airlines.



RADIO BEAM



*FLIGHT CONDITIONS: Any of the natural conditions influencing an airplane in flight. They are to be differentiated from the term Weather because the layman often appraises the weather as "bad" if the sun is not shining. Hence the use of FLIGHT CONDITIONS because of the need of a term more accurately describing the influences on the flight of an airplane than the lay conception of WEATHER.



EASTERN Air Lines —o—
CONNECTING AIRLINES



AIR MINDED people—people who value time and whose time is valuable—will appreciate the completeness of the Hollywood Beach Hotel. Here under a single roof, within a single vast estate, with the ocean at your doorstep and a world-famous golf course for your backyard—here is concentrated pleasure—a vacation spent in doing things, not half wasted in getting about from place to place. You who travel by air will appreciate what this means—more pleasant vacation hours—more pleasant hours for vacation. Twenty minutes from Airport.

Oscar T. Johnson, General Manager

Florida's **HOLLYWOOD BEACH HOTEL**

ON THE OCEAN • AT HOLLYWOOD • IN FLORIDA



MIAMI
BEACH

TRADITIONAL LEADERSHIP

Flying is the natural choice of those who can command the best in transportation. Similarly, the Pancoast, backed by an established tradition of leadership in Miami Beach, is the inevitable choice of those who prefer the finest in resort living. On the ocean, private beach. Excellent cuisine. Open the year round. Restricted clientele. Advance reservations advisable.

The PANCOAST

DIRECTLY ON THE OCEAN

Arthur Pancoast, Pres. Norman Pancoast, Mgr.

4TH ANNUAL METROPOLITAN MIAMI FISHING TOURNAMENT



Fly to the
4th ANNUAL METROPOLITAN FISHING TOURNAMENT

If you know the incomparable sport of deep-sea game fishing . . .
If you've ever thrilled to that first savage strike at your line . . .
If you love the shrill song of a reel madly "playing" out—then fly to Miami waters and enter the world's greatest fishing tournament. Are you a busy executive chained to your desk throughout the week? Then here is an opportunity to compete for prizes that delight a fisherman's heart. Fly down on Friday, spend Saturday and Sunday fishing, and be back in your office on Monday morning.

And when you've brought your fish to gaff, have it weighed at an official weighing station and send your entry to Tournament Headquarters.

If you want to compete for the Rickenbacker Trophy—and you will—have your catch certified by an authorized boat captain.

For full details about the 4th Annual Tournament write

TOURNAMENT HEADQUARTERS
ROD AND REEL CLUB MIAMI BEACH

JANUARY 8th thru APRIL 16th, 1939



MIAMI'S FINEST BAYFRONT HOTEL

Long time Miami headquarters for sports and commercial aviation activities, the Columbus, by location and tradition, is the logical selection for those who travel the skyways of the Nation.

Downtown Offices of Eastern Air Lines and National Air Lines, and Terminal for Airport Aerocar Service

THE COLUMBUS
MIAMI · FLORIDA

FLORIDA'S
LARGEST SYSTEM OF FINE HOTELS

Located in Florida's most desirable resort and fishing centers. In or near airport cities.

- | | |
|--------------------------------------|---------------------------------------|
| HOTEL TAMPA TERRACE
TAMPA | HOTEL FLORIDAN
TAMPA |
| HOTEL ROYAL WORTH
WEST PALM BEACH | HOTEL DIXIE COURT
WEST PALM BEACH |
| HOTEL LAKELAND TERRACE
LAKELAND | HOTEL CHARLOTTE HARBOR
PUNTA GORDA |
| HOTEL SARASOTA TERRACE
SARASOTA | HOTEL MANATEE RIVER
BRADENTON |
| USEPPA INN
USEPPA ISLAND | GASPARILLA INN
BOCA GRANDE |
| ROD & GUN CLUB
EVERGLADES | EVERGLADES INN
EVERGLADES |

Barron Collier, President George Mason, V. P. & Gen. Mgr.
N. Y. OFF. TEL. EL. 5-6700

COLLIER FLORIDA
COAST HOTELS



AN INVITATION

The heartiest of invitations is extended to you to visit the **Palm Beach Display Room** on **Lincoln Road, Miami Beach, Florida**

● Suits may be purchased at
BURDINE'S • FRANK RAY
PHIL DAVIS



Be sure to visit the
NEW ORLEANS SPRING FIESTA

March 12 through 19th

Each year as a kindly warm southern sun brings Spring to the glorious Southland, New Orleans celebrates its annual Spring Fiesta, and invites you to fly to its historic and charming environs for this pleasing entertainment. You are offered tours of the charming French and Spanish colonial and antebellum homes; an outdoor Artists' Exhibit in the manner of the Latin quarter in Paris; tours of the local gardens; the famous Vieux Carre—the French Quarter of the New World—with all its historic traditions; tours of the sugar bowl section of Louisiana which take in the charming plantation houses of another generation. All these New Orleans invites you to enjoy and extends to you the legendary hospitality of the Southland.

NEW ORLEANS SPRING FIESTA
NEW ORLEANS LOUISIANA