

During 2023, the Captain's Log will introduce a new "Flight Manifest" topic which explores airline scheduling practices across the decades as found in the pages of vintage airline schedule guides. Once a requisite item at all airline ticket counters and travel agencies, these guides contain vast information resources of interest to many of our members.

Contributing author Steve Caisse will explore historic route and fleet inaugurals, providing competitive airline market analysis and scheduling practices as found in his large collection of airline schedule guides.

Steve worked for Delta Air Lines from 1978-2007, a career which included assignments as a Senior Schedules Analyst In Delta's Marketing Development Department.

To introduce, or perhaps reacquaint readers, especially younger members, with this valuable resource, we've asked Steve to relate how and why he came to collect these guides. This introductory article will set the stage for this new feature.

If the graphic on the right looks compelling and prompts some curiosity, you can look forward to deep dives into airline scheduling practices, aircraft fleeting, flight itineraries and many other topics based on this type of information. - Phil Brooks

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Growing up in Manchester, NH, I lived 3/4 mile from the threshold of runway 17 at Grenier Field.. During my childhood, I developed an early curiosity for New Hampshire National Guard C-119's which thundered over our house with regularity. My passion for aviation went into overdrive in February 1968 however, when I flew for the first time. During winter break, we travelled from Boston to Miami onboard a brand-new Northeast Airlines 727-295 Yellowbird. Peering down at the lights of south Florida after a magical 180 minutes above the clouds, the uniqueness of flight and more broadly, the excitement of the airline industry itself instantly became a source of fascination, and ultimately, a lifelong passion for me.

That glorious summer, I began a daily pilgrimage to the airport, discovering all I could about my newfound obsession.

I quickly became acquainted with the guys working the Northeast Airlines counter and soon was allowed to "help out" with various basic tasks, one of which was taking the trash out to the dumpster behind the terminal. One fateful day, the trash included a thick, heavy pictureless book labeled OAG. Being a curious lad, I asked station manager Carl Dixon if I could have it. He replied, "I don't know why you would want such a thing, but sure, take it."

That same year, I'd received a Radio Shack "Realistic Jetstream" VHF transistor radio which allowed me to monitor air traffic control communications in the region.



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I really enjoyed listening to busy Boston approach control and quickly discovered that the OAG which I had rescued, contained lots of useful information about the flights I was hearing. The more I explored, the more I came to appreciate the many discoveries within the pages.

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VOL. 12, NO. 12

Well, I still have that Official Airline Guide, the June 1 1968 North American Edition. The cover is missing, and the pages are fragile and faded, but It is the cherished cornerstone of my airline memorabilia collection; the first collectable I ever acquired. Over the years, I've managed to amass a collection of more than 450 airline schedule guides. These references contain a staggering amount of information for airline aficionados.

Rare, unique, industry specific advertising, news features, maps, diagrams, and most fundamentally, a complete collection of all airline's scheduling information is the reason why I have can confidently say. "Airline schedule guides are a goldmine of information for historians, collectors, and hobbyists". Let's learn more about this sometimes-overlooked, powerhouse reference source.

This article is not intended to be a history of the evolution of airline guides around the world. That is another story for another day.

The leadership of The World Airline Historical Society asked me to write something which explains why I collect airline schedule guides. So what you will be reading here are my personal thoughts about the merits, and also the logistical challenges of amassing a large collection of airline guides.

I'll hope these words Inspire some future researcher 2 dive into the fascinating story commercial aviation's 1st century.

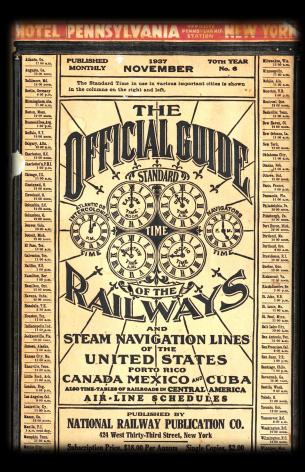
By the time humans mastered the skies, people's experience in long-established modes of transportation such as railroads and marine shipping, influenced tools which emerged in the fledgling airline industry.

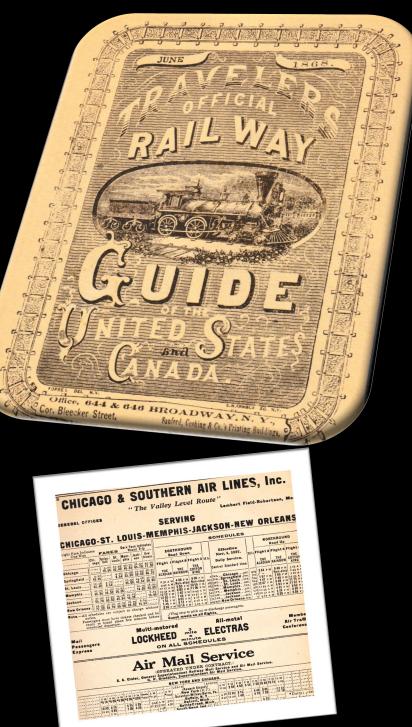
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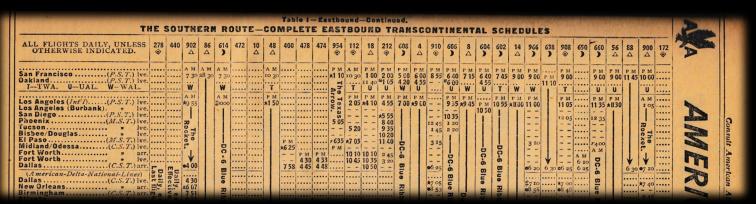
certain fundamental requirements of operating transport vehicles in scheduled services had to be addressed. Schedules needed to be developed, maintained and shared.

Consolidated railroad guides containing scheduling information appeared by the middle of the 19th century in the United States to assist employees and travelers seeking detailed information.

Not surprisingly, among the first publications to contain airline schedule information were actually railroad guides! In fact, selected airline schedule information can be found in Railroad guides published as late as the 1970's.









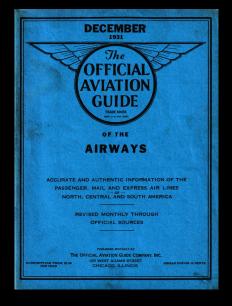
Contract Air Mail Routes and times in an era before flight numbers. These issued by the General Superintendent Railway Mail Services and Airmail Services, S.A. Cisler, an experienced government Railroad man who inherited airmail duties also. (at right).

Leadership teams from all airline companies, including the names of many ledangs, such as Jack Frye from TWA in 1936 (below)

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The historic flight of "Spirit of St. Louis" in 1927 accelerated the public's acceptance of commercial aviation as a viable transportation option. Soon, the need for a more specific consolidated schedules guide resulted in the development of "The Official Aviation Guide". Volume 1 Number 1 was issued in February 1929, seeding the genesis of what would become "The Official Airline Guides" series of products and services.



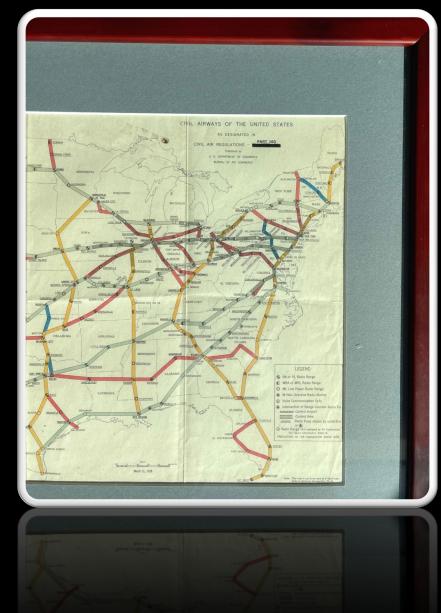


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The Official Aviation Guide

Publisher: JOHN R. FLETCHER

Volume 1, Number 1: February 1929 Volume 1, Number 6 : August 1929

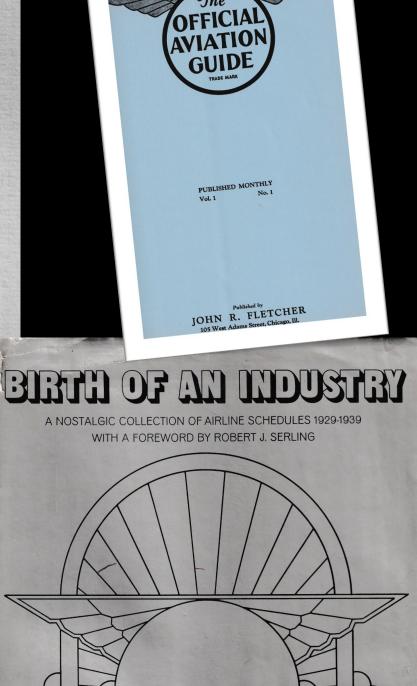
Publisher: THE OFFICIAL AVIATION GUIDE COMPANY, INC.

Volume 2, Number 5 : August 1930 Volume 3, Number 2 : May 1931 Volume 4, Number 4 : July 1932 Volume 5, Number 5 : August 1933 Volume 6, Number 5 : August 1934 Volume 7, Number 5 : August 1935 Volume 8, Number 4 : July 1936 Volume 9, Number 5 : August 1937 Volume 10, Number 5 : August 1938 Volume 11, Number 5 : August 1939

For someone hoping to quick start their collection of the oldest airline schedule guides, I'll highly recommend searching airliner conventions and online auction sites for "Birth of An Industry a nostalgic collection of airline schedules for the years 1929 through 1939".

Today's collectors are fortunate to have many opportunities available for purchase. The book can routinely be found online for between \$30-\$50. I obtained my copy of the book way back in 1980 and paid 10 times that amount of money. So I would consider of this treasure trove extremely significant airline history to be a highly worthwhile objective for any researcher focused airline on operations in the 1930's.

The thick, heavy, well bound book includes "The Official Aviation Guide Volume 1 Number 1" from February 1929. This collection was released by the Reuben H Donnelly Corporation in 1969 to celebrate the 30th anniversary of the guide. They were the long-time publisher of the Official Airline Guide and based in Oakbrook, Illinois.



Seleving a land rich in traditional aristocracy, Delta Air Lines - with the trans-Southern Route - has definitely created luxury...best distinguished as SOUTHERN AIR-ISTOCRACY. • Between Dallas - BRANITY offer high speed transportation in luxurious, sound-proofed cabins. Between Atlanta and Charleston, low single passenger, STINSON "A" multi-motored airliners are operated. • Frequent and convenient schedules-coordinated with those of other airlines - bring all major cities within a few hours of any point on the Trans-Southern Route. • Delta Air Lines is a friendly host . . . true Southern hospitality prevails.

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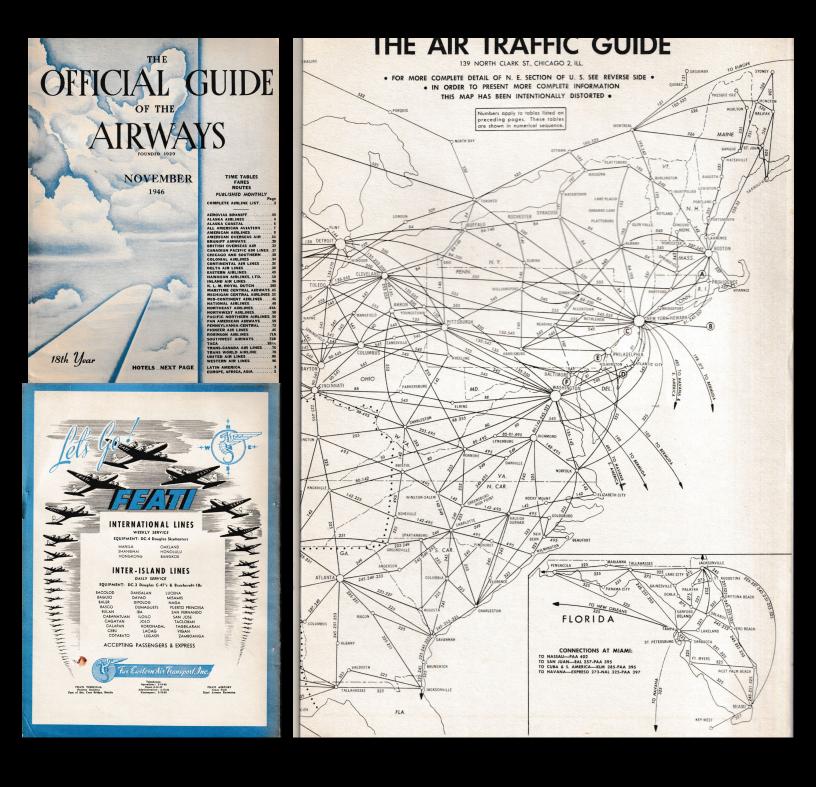
I've enjoyed many aspects of the airline hobby over my lifetime.

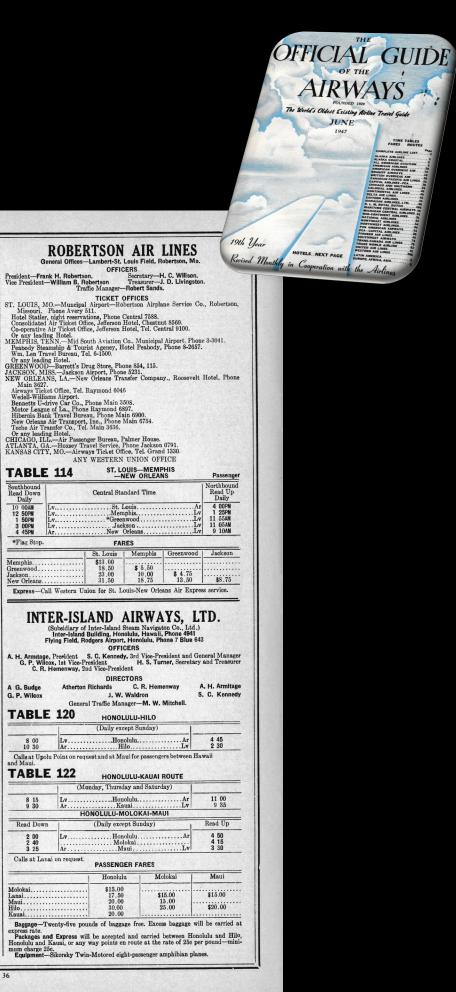
I have file cabinets full of airline timetables in addition to my guide collection. I love a timetable's multi-color content, heavyweight glossy paper, splendid advertisements, and many other interesting things most collectors appreciate about those once indispensable tools.

Collecting airline guides can't achieve that same level of visual and tactile quality. But, this doesn't mean that airline guides aren't chock full of fascinating advertising.

In fact, the guides often contain very rare advertisements not generally seen by the public. Remember that advertisements in airline guides were targeted toward the primary users of the guide, airline ticketing and travel agent professionals, to assist in the booking process. Therefore, much of the guide advertising speaks to the special interests of professionals.

Each of these classic 2 page advertising spreads can be found in guides from the 1930's





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WYOMING-MONTANA AIR LINES

TICKET OFFICES DENVER, COLO-Western Flying Service, Tel. York 8273; Night Tel. York 4055M.

ALL HOTELS, TRAVEL BUREAUS AND WESTERN UNION OFFICES

CHEYENNE, WYO-Cheyenne Air Service, Tel. 7481; Night Tel. 4333. CASPER, WYO-Salt Creek Trans. Co., Tel. 144. SHERIDAN, WYO-Municipal Airport, Tel. 381 and 237. BILLINGS, MONT.-Municipal Airport, Tel. 30585 and 3-0593.

-Casper, Wyoming. P. O. Box 180

Denver, Billings and Sheridan Taxi Service 50c.

Baggage—30 pounds of Baggage will be carried free. Excess over 30 pounds will be carried, total weight allowance of plane permitting, at the rate of 10 cents per pound.

Equipment-Stinson cabin planes.

Airports-Points of departure and arrival are all Municipal Airports.

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Six passenger Lockheed Vega scaplanes and Ireland Amphilana available at Katchi kan and Juneau, Alaska, for charter service to any point in Alaska. DeLuce eight-sceling and fahing trips to insind lakes. Propertors carried. Trips to all singles and canneties in southesent and at regular intervals during summer months. GREARL INFORMATION

GENERAL INFORMATION Beservations may be made at any Western Union office or all leading travel bureaus by wiring to general office. Ground Transportation arranged at all terminals at minimum cost to passenger. Bagagae Allowane of thirty pounds per passenger. Excess charge of one per cent passenger fare levied. Customs and Emigration requirements of Canada very simple. No passport required. Equipment on scheduled services, Lockheed-Vegas seaplanes, seven place type.

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AIR TRAVEL NEWS

ENTED BY WALLACE I. LONGSTRETH

OCTOBER, 1953

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The September 27 schedule change, which affects every entertied domestic airline, brought about scheduled service a sumber of new points:

Airways inaugurated service to Brookings, S. D., M. D., and Owatona, Minn.;

Forcer Air Lines re-inaugurated service for Mineral Wels, Tex., and started service for Breckenridge and Service, Tex., on its Dallas/Ft. Worth-Midland/Odessa PAL's Mineral Springs service was suspended in Service was suspended in the service was suspended in the service service

Canced Air Lines began operating into Scottsbluff, Nebr., and extended its Convair-Liner 340 services to Washington, C. Baltimore, Md., Bradford, Pa., Lincoln, Nebr., ar Conten. Utah.

CAL's plans call for replacement of all DC-3's ear of Decago by the first of the year and east of Salt Lake ty a April of 1954. Eventually, United hopes to replace a magnetic backwerk, will undoubtedly retain some DC-3 operations for long time.

Last month also found UAL doubling the number of touring fights between Honolulu and the West Coast. Four mund-trip per week were scheduled out of Los Angeles and San Francisco. First class flights were reduced from four to three per week out of each city.

International

SABENA Starts Passenger Helicopter Service

SABENA Belgian Airlines inaugurated the first scheduled menational helicopter flights in September with three services: three daily round-trip flights, Brussels—AntwerpRotterdam; two daily, Brussels—Lille; and one daily, Brussels—Liege—Maastricht. Early this month, the Brussels— Liege—Maastricht route will be extended to Cologne and Bonn.

SABENA is charging the same fare per mile as on regular tourist flights within Europe, but children over two years of age will pay full fare. Free baggage allowance is 22 pounds. At all points on the helicopter network, except Antwerp, the rotorcraft uses special heliports located as follows: Brussels, Allee Verte; Bonn, am Somerbad (Romerstrasse); Cologne, Venloerstrasse; Liege, Quai Frere Orban; Lille, Place des Buisses; Maastricht, de Griend (Franciscus Romanus Weg); Rotterdam, Katshoek (Hofdijk). At Antwerp, Deurne airport is used.

PAB Jetliner Service Next Year

Panair Do Brasil plans to inaugurate de Havilland Comet Service between South America and Europe in September, 1954. PAB has four Comet III's on order for delivery early next year and holds options for two Comet III's.

Aerolinas Argentinas is scheduled to begin a Prinos Aires City service in October using to a report from Argentina. Suno and Guatemala City are included among the points via which the flights are to be routed.

British European Airways will restore service on the London—Lisbon route on October 6, with a weekly Viscount first-class flight. BEA will also introduce Viscounts on several more routes under its winter schedules: Frankfurt, Madrid—Gibraltar, Barcelona—Palma, Glasgow, and Belfast. Ambassadors will take over the Manchester—Amsterdam— Dusseldorf and Manchester—Birmingham—Paris runs.

Panair Do Brasil has begun serving Hamburg as a ter-

In the back of this Guide... NEW, HELPFUL MAP SAVES YOU TIME and EFFORT

This map shows all U. S. airline routes for fast, easy reference... and all the places where passengers can rent cars from Hertz at more than 500 cities throughout the world.

Remind your passengers of the famous Hertz Plane-Auto Plan—all major airlines support this plan which is switching thousands of motorists every year from driving their own cars to Plane-Auto travel. It's the easier, faster, more comfortable way to travel. In making plane reservations, ask your passengers: "May I reserve a car from Hertz at your destination?"

Low rates include all gasoline and oil ... Public Liability, Property Damage, Fire and Theft Insurance and \$100.00 deductible collision protection are included in the low rate at no extra cost.

Hertz stations accept Air Travel Cards which serve as identification, eliminate deposit requirements, and provide charge privileges, if desired.

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Always urge your passengers to fly . . . and then rent a car from Hertz at their destination.

HERTZ Rent-A-Car SYSTEM 218 South Wabash Avenue, Chicago 4, Illinois, phone: WEbster 9-5165

OFFICIAL AIRLINE GUIDE

Another favorite feature in airline guides are the news stories which appear in a condensed section at the front of each issue. Flipping through these provide a nostalgic journey back in time. For any hobbyist who is interested in tracking down route or aircraft inaugurals, this is a fantastic source. Root awards new services and aircraft inaugurals makeup the bulk of the information in these stories.



In April 1948, The Official Airline Guide was inaugurated by Wayne W Parrish, founder and publisher of American Aviation Publications Incorporated, a competitor to Official Aviation Guides Inc. Mr. Parrish may be familiar to many readers. He went on to a distinguished career writing monthly news and opinion articles for a number of very prominent airline and aerospace publications. On the occasion of the release of Birth of An Industry, Mr. Parrish wrote that he" wanted to preserve these historical and fascinating early pages from aviation history for the enjoyment of anyone who has a serious interest in aviation history in America they hope that in some small way the volume will acknowledge the pioneering spirit and vision of those individuals whose early efforts led America into the dramatic transportation age of today". Parrish closed by describing Birth Of An Industry as "a time machine built up print in numbers names and maps". Guides from



In addition to schedule centric airline guides, I also enjoy and find value in many of the other companion products offered. The air travel guide news supplement of The Official Airline Guide is chest full of wonderful airport diagrams, maps, interline advertising and special features not found among other collectables. These are hard to find and usually carry a premium price.

Even something as basic as the quick reference page at the front of each guide provides a wonderful snapshot of the particular time frame being examined. Here for example, when American jets were brand new and jet codes were only two digits , we can glean a great cross section of airliners that were filling the skies of the United states in 1958 ..

OUICK REFERENCE EDITION

Abbreviations and Reference Marks

CODE	AIRLINE	CODE	EQUIPMENT	
AA	AMERICAN AIRLINES	46	C-46	
AF	AIR FRANCE	47	C-47	
AG	GUEST AIRWAYS	6B	DC-6B	
AL	ALLEGHENY AIRLINES	7B	DC-7B	
AM	AERONAVES	7C	DC-7C	
AS	ALASKA AIRLINES	AC	AMPHIBIAN CANSO	
BA -	BRITISH OVERSEAS AIRWAYS	B7	BOEING 707	
BH	BAHAMAS AIRWAYS	BR	BRITANNIA	
BL	BONANZA AIR LINES	BS	STRATOCRUISER	
BN	BRANIFF INTERNATIONAL AIRWAYS	CS	CONSTELLATION	
CA	CAPITAL AIRLINES	CV	CONVAIR	
СН	CHICAGO HELICOPTER AIRWAYS	D3	DC-3	
CN	CENTRAL AIRLINES	D4	DC-4	
co	CONTINENTAL AIR LINES	Dő	DC-6	
CP	CANADIAN PACIFIC AIRLINES	D7	DC-7	
CU	CUBANA AIRLINES	F7	F-27	
DL	DELTA AIR LINES	GG	GRUMMAN GOOSE	
EA ·	EASTERN AIR LINES	JS	JETSTREAM L-1649A	
EB	EAGLE AIRWAYS (BERMUDA)	LE	LOCKHEED ELECTRA	
ES	ELLIS AIR LINES	LS	LODESTAR	
FL	FRONTIER AIRLINES	M	MARTIN	
FT	FLYING TIGER LINE	NS	NORTH STAR	
KL	KLM	R5	CONVAIR 540	



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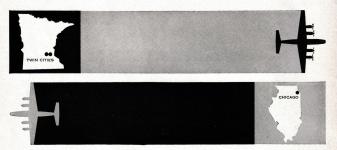
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Airline Guide

News Supplement of

Volume 15, No. 11 In Two Parts—Part 2

CAPITAL LAUNCHES THE FIRST JET-POWERED SERVICE BETWEEN CHICAGO AND MINNEAPOLIS, ST. PAUL



Seven jet-prop non-stops each direction. No vibration, no faster way.

Now for the first time you can fly Capital Viscounts --jet-powered by Rolls Royce--between Chicago and Minneapolis/St. Paul. Choose from seven nonstop flights in each direction daily. Each one smoother and quieter than you have ever experienced before

Departures from Chicago at 8:45 am, 11:00 am, 1:35 pm, 2:55 pm, 5:20 pm, 8:00 pm, and 10:40 pm. Originating departures from Minneapolis St. Paul at 7:15 am, 8:55 am, 12:00 Noon, 1:45 pm, 4:30 pm,

Also, Capital now offers the first direct service from the Twin Cities to Buffalo and Rochester and the

only jet-powered flights between the Twin Cities and Cleveland, New York, Washington, Pittsburgh, Baltimore, and Philadelphia.



Jet-powered by Rolls Royce AIR TRAVEL, OFFICIAL AIRLINE GUIDE

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WORLD-WIDE EDITION

WORLD-WIDE AIRLINE SCHEDULES, FARES AND INFORMATION

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MAY, 1959

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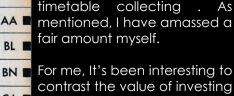


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THIS ISSUE INCLUDES SCHEDULES THIS ISSUE INCLUDES 26, 1959

a happy ending to every flight, have Hertz on hand when your ssengers land. Just phone and tell us where and when they'll ive. We'll be there to meet them with a beautiful new Chevrolet ther fine car of their choice. Help The Hertz Habit get around happy landings around the world.





AL VI have great appreciation for

contrast the value of investing CA guides in airline versus timetables. My goal as a CN researcher has always been co 🛯 to build a diverse aviation reference pool. When it DL comes to value, airline guides are tops for me. EA

FL This guide at the left could be purchased for about \$65-75 LC (in 2023). On the other hand, buying individual timetables MO of all the carriers contained NA 🗏 within this guide, certainly a daunting task, if even possible NO today, could cost hundreds of dollars - and not avail NE features like industry news NW round ups for example.

OZ I Even more important to me PC 🖪 as a researcher is the obscure and sometimes exclusive PI information schedule that lurks deep within the SO worldwide editions. Here, TC researchers find can tabulated snapshots of TT I various markets and their schedules such as seen here. TW

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I occasionally get asked about the fair market value of various airline guides. I am not a dealer and don't sell any items from my own collection. My plan is to donate the entire collection to a museum with which I am closely affiliated upon my passing.

However, I understand that many readers might be curious about the cost of obtaining these guides. In a general sense, based on my buying experience, one can expect to pay about \$1.00 - \$1.50 per year for the age of the guy they are purchasing. So, a 50-year-old guide from 1973 would roughly cost about \$50-\$75 not including shipping. Of course, scarcity, availability and market demand always greatly impact price. The smaller, pocket quick reference guides are generally worth about \$0.75 per year of age.

I think it's fair to say that any guide from the years 1958 to 1960, at the dawn of the jet age in the United States, guides from the World War 2 era, guides from the late 1960s into the early 1970s covering the wide body revolution will all carry a premium. Certain unique issues such as the merger issue shown earlier in this article are even more valuable. One of the great things about our hobby is that buyers and sellers share a common interest and can certainly workout agreeable pricing terms for these treasures.

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A large array of collectible airline guides are available from a variety of companies. The Official Airline Guide family of publications offers by far the greatest variation, but other entities have also issued similar guides and these are sometimes valuable to collectors.



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