

ROUTE OF THE FAMOUS "DIXIELAND"



L&N LOUISVILLE & NASHVILLE R. R. **L&N**

AND CONNECTING ROADS NASHVILLE, CHATTANOOGA & ST. LOUIS RY.
ATLANTA, BIRMINGHAM & COAST R. R.
ATLANTIC COAST LINE R.R. . . . FLORIDA EAST COAST RAILWAY

Have Been Selected to Carry

**PHILCO DEALERS
AND THEIR WIVES**

to **MIAMI**

Philco dealers who succeed in earning Philco trips to Miami will take part in one of the most spectacular special train movements ever to leave the St. Louis Union Station. The Louisville & Nashville Railroad and the other lines who complete the route of "The Dixieland" are doing everything humanly possible to make the trip down and back one of the high spots of the entire Miami vacation. Orders have been placed for the finest Pullman equipment.

All will be bright, new and modern. Applications are in for the finest train crews on the line. Every man, from conductor to Pullman porter, will be hand picked for his ability to serve! The Louisville & Nashville has naturally had many years of experience in running special trains, and in spite of the glamour of Miami and the sunny days in Florida, the days and nights spent en route will be a pleasurable experience to remember for years to come.

Route of the famous "DIXIELAND"





PHILCO'S GUESTS WILL TRAVEL IN THE NEWEST AND FINEST TRAIN EQUIPMENT AVAILABLE

Superb Equipment... All Air-Conditioned... Including Observation... Lounge... Club Car... Newest Type Pullmans with Compartments... Drawing Rooms... Dining Cars... All of the Latest Type

Philco's guests will travel in complete luxury from start to finish of the trip. The special train will be deluxe in every respect, from the observation car on the rear to the locomotive on the front end. Starting at the rear, the observation car will be of the lounge type. Complete buffet service will be available at all times. These new cars have solariums and the most modern type of chairs and lounges. The club cars will be veritable rolling taprooms, where Philco's guests who crave to hoist a tall glass can hoist as many as they like—and in pleasant company! Dining car food and service will be the finest available on any road anywhere, with picked chefs and picked crews. Above all, every car will be air conditioned! Philco's guests will be surrounded by controlled atmosphere akin to that of a fine spring day, regardless of how raw and blizzardy it is when the train leaves St. Louis.

ST. LOUIS' UNION STATION TO BE STARTING POINT

Louisville and Nashville trains depart from and arrive at St. Louis Union Station. Out of town dealers will have no difficulty in locating our special train as gate sign will indicate the track from which same will depart. There will be a Philco

tail sign on the rear of our train and posters in the vestibule windows. On the day of departure, the Union Station will be a beehive of activity, with our dealers departing for Florida and their friends seeing them off.

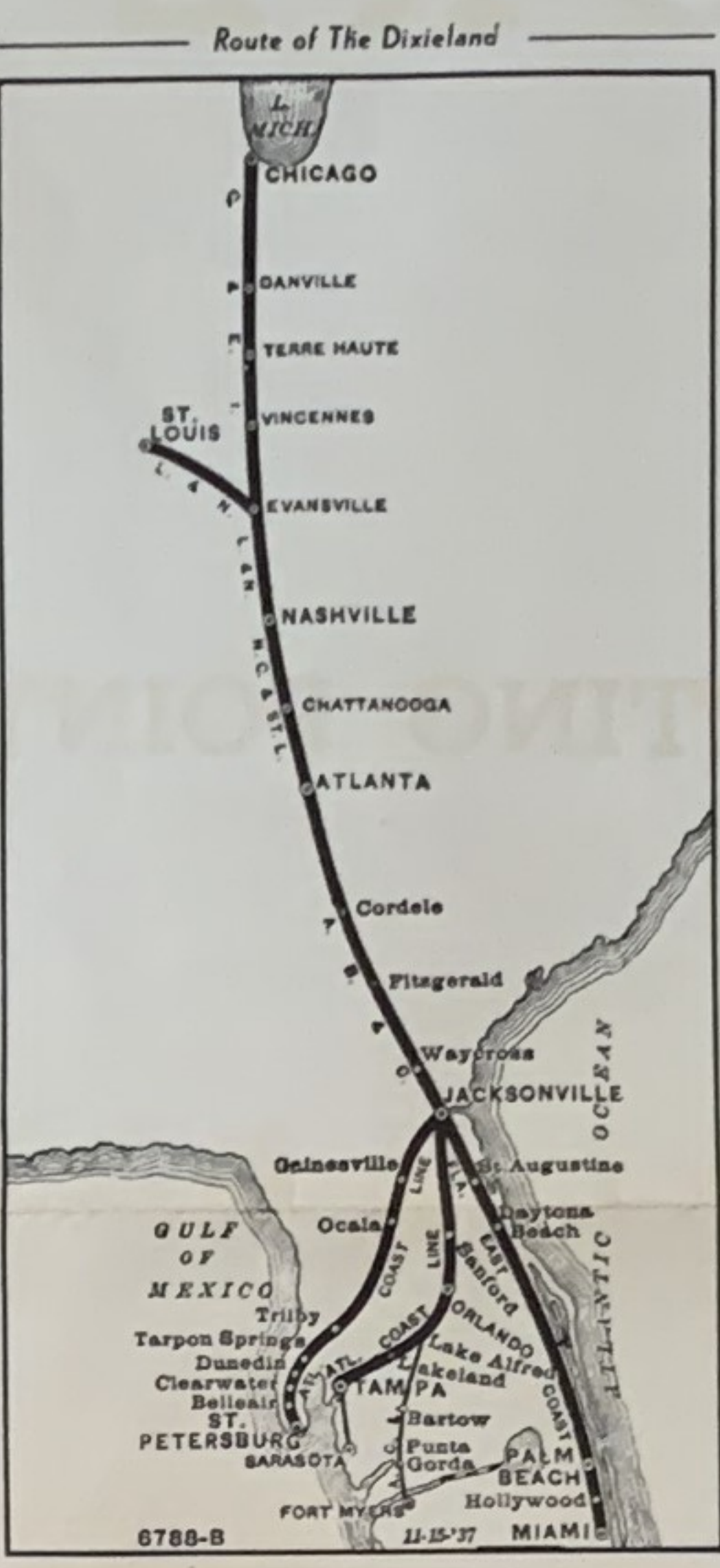


FAMOUS SOUTHERN MEALS TO BE SERVED BY PICKED DINING CAR CREWS ON THE 'DIXIELAND'

Our special train will have ample dining car facilities serving breakfast, lunch, and dinner. There will be plenty of room for everybody. Delicious food! The "Dixieland" Route is famous for their southern cooked meals, and special menus are being prepared that will give Philco guests a real culinary treat! Below is a sample of one of the dinner menus typical of food served.

- DINNER**
- Spiced Prunes
 - Burr Gherkins
 - Old Coast Shrimp Cocktail
 - Fresh Southern Gumbo with Rice
 - Tenderloin of Sea Trout Tartar Sauce
 - Baked Old Kentucky Ham, Pineapple Sauce
 - Stewed Mixed Chicken a la Creole
 - Potatoes O'Brien
 - Fresh String Beans
 - Hot Breads
 - Assorted Bread
 - Heads of Iceberg Head Lettuce
 - Tasman Island Dressing
 - Mocha Ice Cream
 - Sponge Cake
 - Fresh Strawberry Short Cake, Whipped Cream
 - Swiss Gruyere Cheese, Crackers
 - Tea
 - Colfee
 - Milk

Lounge Over Your Meals as Long as You Please in these Deluxe Dining Cars



SCHEDULE

The departure time from St. Louis has not been selected at this time, but the DIXIELAND regular schedule leaves St. Louis (daily) at 11:00 a.m. and arrives Miami 6:30 p.m. (E. T.) the following afternoon. Since special train service will be used our train can be scheduled to leave St. Louis at an hour which will be most convenient to all of our guests and the running time between St. Louis and Miami will be the same as indicated above of the Dixieland daily service. Those qualifying will of course be advised some time in advance as to the exact schedule which will be used.



MIAMI IS AMERICA'S PLAYGROUND

An Average Winter Temperature of 70° Makes Miami... America's Greatest Resort for Sun Hunters

Philco's guests are truly heading for America's wintertime play capital. Miami offers everything—miles of clean, white, sandy beaches—cabana clubs, and fresh water pools. Miami has horse races at famous tracks, Tropical Park and Hialeah, and dog races, too. Deep sea fishing is a popular sport and Philco guests will have the use of the exclusive Key Largo Anglers Club. Jai-Alai offers a thrill not found in many spots outside Miami, and another chance to bet a few surplus dollars. Miami's palm-shaded golf courses will offer Philco guests many pleasurable hours. Privileges are set at the Miami Biltmore Country Club and there are dozens of other courses. Regardless of what you like to do best, you will find it in Miami. You can rest in the sun for the entire trip or you can be on the go every minute. Philco's plans are so arranged that every individual guest can have just the kind of a vacation that appeals to him most.



SMART PEOPLE CONGREGATE ON MIAMI'S BEACHES

In Florida, Philco's guests travel only in the best places. Exclusive beach clubs with cabanas and fresh water pools for those who don't like salt water. Exclusive golf clubs and deep sea fishing clubs, and the finest hotel in Miami. Take our suggestion and don't miss this trip to Miami with Philco.

MIAMI HAS FAMOUS NIGHT CLUBS, TOO!

Philco's guests will spend an evening at Miami's finest night spot, the Palm Island Club. For those who wish to tour "the places," there are many with the best bands and famous theatrical stars, not only from New York and Hollywood, but from Havana, Rio and Buenos Aires. For those who prefer quieter spots, the hotel dining rooms and terraces provide dinner music and dancing in the evening. Miami is complete. Every guest will find entertainment to suit his particular mood.

ANY PHILCO DEALER CAN EARN HIS TRIP

Qualifying requirements and quotas are easy. Every dealer, large or small, can earn his trip, and dealers from all over the Middle West are trying. In addition to the special train from St. Louis, two or more special trains for Chicago dealers are being set up to handle Philco parties from Minneapolis, Milwaukee, Des Moines, Peoria, Decatur, Mattoon, Paris, Quincy, South Bend, Kalamazoo, Grand Rapids, Saginaw, and Detroit. Even Omaha plans to send a group of dealers. Philco's whole idea in back of the Miami trip is to provide dealers with an incentive to go out after extra business, business that would not ordinarily come in the front door. The result is extra volume and extra profit for the dealer in addition to the deluxe vacation that he earns while making the extra profit.



PHILCO DEALERS CAN EARN TRIPS... FOR THEIR WIVES

The wives have been crying every year—"When is Philco going to do something for the women?" This year the gates are open. Every dealer who qualifies an extra person can take his wife—and lots of wives are going! If you are still among the bachelors, better chase out and take yourself a wife. Miami is a great place for a honeymoon—and there are married men who never got around to take a honeymoon. No matter how long you have been postponing it, now is the time. Take your wife to Miami. She will have a grand vacation.



PHILCO SPECIAL LEAVES VIA LOUISVILLE AND NASHVILLE R.R. ... TRAVELS OVER FIVE OF THE SOUTH'S FINEST ROADS

- Louisville & Nashville R.R. St. Louis to Nashville
- N. C. & St. L. Ry. Nashville to Atlanta
- A. B. & C. R. R. Atlanta to Waycross
- Atlantic Coast Line Waycross to Jacksonville
- Florida East Coast Ry. Jacksonville to Miami

The route we have selected for Philco's guests is famous from both a scenic and historical standpoint. We travel through Evansville, Ind.; Nashville and Chattanooga, Tenn., to Atlanta, Ga.—Nashville is the capital of the State of Tennessee and the Capitol building can be viewed from our train. From Nashville to Atlanta we follow the route of General Sherman's march to the sea and many of the Civil War National Cemeteries can be seen along the right-of-way. Leaving Atlanta, the capital of the State of Georgia, we travel through Waycross, Ga., and Jacksonville, Fla., following the east coast of Florida through many noted Winter Resorts to Miami. Officials of the interested roads are co-operating to make the trip successful, and will be on hand to keep everything running smoothly.





From Our Luxurious
SPECIAL TRAIN
 PHILCO'S GUESTS
 GO DIRECT TO THE
MIAMI
BILTMORE
 PLAYTIME CENTER OF THE
 WINTERTIME WORLD

The Miami Biltmore is truly Florida's finest. It is one of the most luxurious hotels in the world, a \$16,000,000 structure and a vast estate embracing an 18-hole golf course, outdoor swimming pools, miniature sun bathing beach, tennis courts, putting greens, bridle paths and jumps, and an auto-gyro landing field. And more than the physical luxuries of smart hotel living, the Miami Biltmore provides also the occasions and facilities for enjoying yourself. Without leaving the hotel there are many pleasures to be indulged—a round of golf, a few sets of tennis, or a dip in the great "L" shaped outdoor pool.

Afternoons at the Miami Biltmore are enlivened with gay social enjoyments of tea dances, bridge, concerts, and the convivial before-dinner hour in the famous Cascades Cocktail Bar. In the evening, the beautiful dining room offers music and dancing plus food prepared by some of France's best chefs. The menus are remarkable, lots of tropic fruits and vegetables we never see up North—chayotes, papayas, avocados, guavas and mangos. Sea foods, and even the regulation meat and potatoes, take on a new glamour. The Miami Biltmore chefs have souls. They make dyspeptics into gourmets.

**OCEAN BATHING AND
 SUN BATHING AT THE
 RONEY PLAZA CABANA
 SUN CLUB**

As Philco's guest you enjoy privileges of the famous Cabana Sun Club. You enjoy a private beach, a modern cabana colony, outdoor salt water swimming pool, sunbathing terrace, badminton and tennis courts. There is dining and bar service at tables along the pool and beach promenades; lawns and tropic gardens with an outdoor ballroom in a grove of coconut palms. And the Roney Plaza's celebrated boulevard style Cafe de la Paix.



**GOLF... AT THE
 EXCLUSIVE MIAMI
 BILTMORE COUNTRY
 CLUB...**

In addition to the facilities of the Hotel itself, Philco's guests will have complimentary memberships to the exclusive Florida year-round clubs. As Philco's guests you have membership privileges at the Miami Biltmore Country Club, a favorite rendezvous of golfdom's aces. Consider their pro staff of champions—Ralph Guldahl, National Open Champion—Denny Shute, PGA Champion—Ned Everhart, popular resident pro—Mike Brady, who in former years tied twice for the National Open title, and Louis Costello, brilliant teaching pro. The course provides 18 holes of sporty, tropical fairways and velvet smooth greens, a club house unmatched for its beauty, facilities, and exclusive social life. Dozens of big tournaments are played here every season, including the famous Miami Biltmore \$10,000 open. By all means bring your golf clubs. There will be plenty of time and perhaps a Philco tournament with prizes and trophies and such. This will be an ideal time to get a head start on your game so that when the golf weather breaks at home, you will be in full season swing.

**DEEP SEA FISHING
 ... AT KEY LARGO
 ANGLER'S CLUB**

Philco's guests will enjoy Florida's fisherman's kingdom at its best. Over 600 varieties of fish, high-powered streamlined babies, who'll make you think you've hooked a submarine. Fish as learned as Socrates and as tricky as a continental diplomat. Fish of such impossible shapes and amazing colors that, looking at them, you won't believe they're true. Facilities of the club are complete for the actual business of catching your fish—swift, sea-going cruisers, motor boats and skiffs, and captain guides who know the fish and the waters.



And After Glorious Days in Miami... Back Home Again on the Same Luxurious Train
THE LOUISVILLE & NASHVILLE R. R.

G. E. HERRING, Division Passenger Agent, Louisville & Nashville R. R. D. T. O'Neal, Western Passenger Agent, Nashville, Chattanooga & St. Louis Ry.
 LOUISVILLE & NASHVILLE RAILROAD... NASHVILLE, CHATTANOOGA & ST. LOUIS RAILWAY
 ATLANTA, BIRMINGHAM & COAST R. R. ... ATLANTIC COAST LINE R. R. ... FLORIDA EAST COAST RY.