

APRIL 27, 1952

FLY Southern AIRWAYS



**DEPENDABLE
SCHEDULED
TRANSPORTATION**

One of the SCHEDULED AIRLINES of the U.S.

APRIL 27, 1952

SOUTHERN TICKET OFFICES

CITY	ADDRESS	PHONE
ALBANY, GA.	Municipal Airport	3124
ATHENS, GA.	Municipal Airport	4487
ATLANTA, GA.	Piedmont Hotel	CA. 7761
	Municipal Airport	CA. 7761
AUGUSTA, GA.	Bush Field	2-4821
BATON ROUGE, LA.	Harding Field	7-2293
BILOXI-GULFPORT, MISS.	Gulfport Airport	Gulfport: 687
	Tutwiler Hotel	59-9646
BIRMINGHAM, ALA.	Brown-Marx Bldg.	59-9646
	Municipal Airport	59-9646
CHARLESTON, S. C.	Municipal Airport	4-2673
CHARLOTTE, N. C.	Douglas Field	5-8733
CLARKSDALE, MISS.	Fletcher Field	1971
COLUMBUS, GA.	Muscogee Airport	7-6568
COLUMBUS, MISS.	Columbus Air Force Base	764
GADSDEN, ALA.	Municipal Airport	6-5285
GREENVILLE, MISS.	Municipal Airport	4051
GREENVILLE, S. C.	Municipal Airport	3-0173
GREENWOOD, S. C.	Greenwood County Airport	9-3191
GULFPORT-BILOXI, MISS.	Gulfport Airport	Gulfport: 687
HATTIESBURG, MISS.	Municipal Airport	3716
JACKSON, MISS.	Hotel Heidelberg	2-8889
	Hawkins Field	2-8889
JACKSONVILLE, FLA.	Imeson Airport	5-8108
LA GRANGE, GA.	Callaway Airport	8614
LAUREL, MISS.	Municipal Airport	3440
MACON, GA.	Cochran Field	2-7761
MEMPHIS, TENN.	Peabody Hotel	9-4596
	Municipal Airport	9-4596
MOBILE, ALA.	Bates Field	7-3637
MOULTRIE, GA.	Spence Field	1140
NATCHEZ, MISS.	Adams County Airport	6963
NEW ORLEANS, LA.	Moisant Intl. Airport	Kenner, 4-2558
SPARTANBURG, S. C.	Memorial Airport	3-5532
TUPELO, MISS.	Municipal Airport	255
TUSCALOOSA, ALA.	Van De Graff Airport	8-0251
VALDOSTA, GA.	Municipal Airport	2851
VICKSBURG, MISS.	Municipal Airport	550

GENERAL OFFICES—MUNICIPAL AIRPORT—BIRMINGHAM, ALABAMA
SALES OFFICES—MUNICIPAL AIRPORT—ATLANTA, GEORGIA

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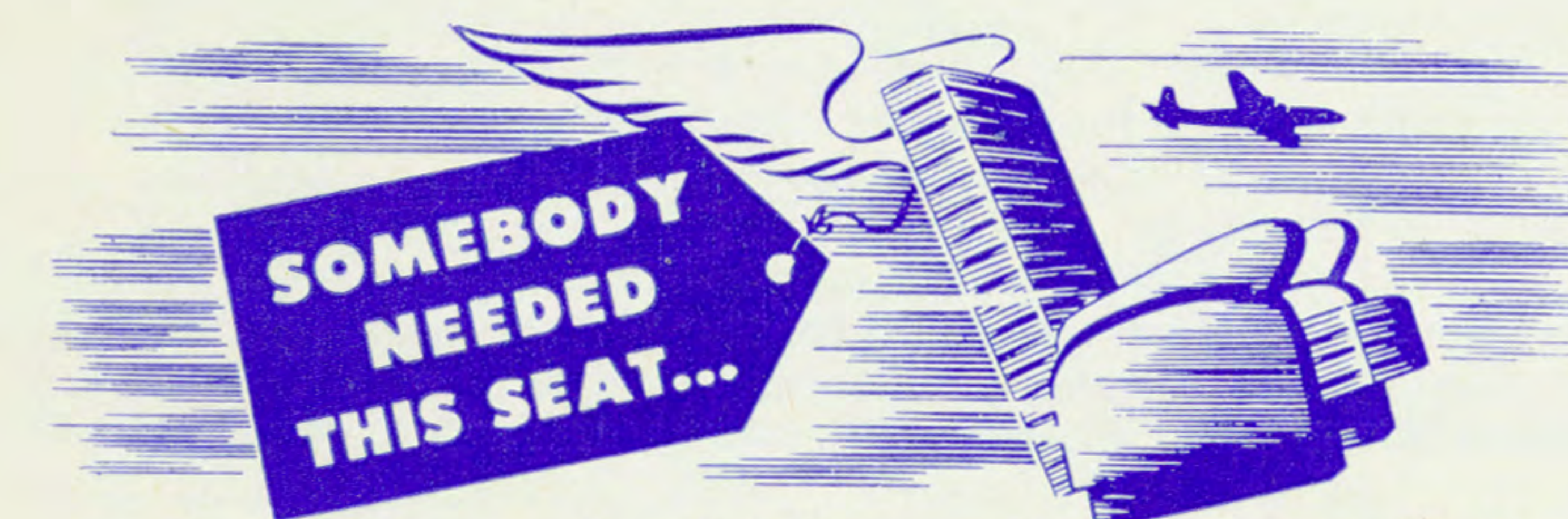
One of the SCHEDULED AIRLINES of the U. S.



TWICE THE FUN FOR HALF THE COST!

On Monday, Tuesday or Wednesday, of each week, you can take Mom and the kids along for half-fare; then the whole family can enjoy your trip on Southern with you! Consult your nearest Southern Airways office or your Travel Agent for details.

SAVE WITH SOUTHERN'S FAMILY PLAN!



But it was held for a "NO SHOW"!

"No Shows" are those who make reservations . . . then change their plans, fail to show up at flight time, and don't bother to cancel their reservations. Result: empty seats . . . and other travelers, who wanted the space, forced to change their plans. Now that air travel is a habit with more and more people for regular as well as emergency trips, "No Shows" have become a real problem. They lack consideration for their fellow air travelers—cause last-minute congestion at departure time. Don't be a "No Show".

Will You Help Us Lick the "NO SHOW" PROBLEM?

Here are four easy-to-follow rules that will cure the "No Show" problem once and for all . . . and will help assure you space when you want it.

1. Make your reservations well in advance
2. Pick up your tickets early—at city ticket offices when possible
3. Confirm reservations on all return trips
4. Cancel your reservation early if you're not going

Thanks for your cooperation!

Fly SOUTHERN . . . The South's Local Service Airline

ATLANTA • COLUMBUS, MISS. • MEMPHIS • JACKSON • MOBILE • NEW ORLEANS

Read Down	Flight Number	501	101	401	105	455	107	545
ATLANTA	(EST) Lv	AM	7:40		3:00		6:15	
GADSDEN	(CST) Ar		7:28		2:48		6:03	
GADSDEN	" Lv		7:30		2:50		6:05	
BIRMINGHAM	" Ar		7:55		3:15		6:30	
BIRMINGHAM	" Lv		7:58		3:18		6:33	
TUSCALOOSA	" Ar		8:26		3:46		7:01	
TUSCALOOSA	" Lv		8:28		3:48		7:03	
COLUMBUS, MISS.	(CST) Ar		8:54		4:14		7:29	
COLUMBUS, MISS.	(CST) Lv		8:56		4:16		7:31	8:02
TUPELO	" Ar		9:24		4:44		7:59	
TUPELO	" Lv		9:26		4:46		8:01	
MEMPHIS	(CST) Ar		10:05		5:25		8:40	
MEMPHIS	(CST) Lv		10:35		6:50	08:00		
CLARKSDALE	" s							
CLARKSDALE	" s							
GREENVILLE, MISS.	" Ar		11:36		7:51			
GREENVILLE, MISS.	" Lv		11:38		7:53			
VICKSBURG	" Ar		12:12		8:27			
VICKSBURG	" Lv		12:14		8:29			
JACKSON	(CST) Ar		12:36		8:51	08:55	9:00	
JACKSON	(CST) Lv		10:55		9:10		9:20	
LAUREL	" Ar		11:31		9:46			
LAUREL	" Lv		11:33		9:48			
HATTIESBURG	" Ar		11:50					
HATTIESBURG	" Lv		11:52					
GULFPORT-BILOXI	" Ar				10:27			
GULFPORT-BILOXI	" Lv				10:29			
MOBILE	(CST) Ar		12:27		10:55			
NATCHEZ	(CST) Ar			1:33			9:58	
NATCHEZ	" Lv			1:35			10:00	
BATON ROUGE	" Ar			2:10			10:35	
BATON ROUGE	" Lv			2:12			10:37	
NEW ORLEANS	(CST) Ar			2:43			11:08	

c—Via C. & S.
s—Service to Clarksdale temporarily suspended pending completion of new runway.

GENERAL INFORMATION

EQUIPMENT: All flights are operated with the famous Douglas DC-3, over authorized airways, under certificates issued by the Civil Aeronautics Board.
CHILDREN: Fares for children two, but less than twelve, years of age are one-half the applicable adult fares. Children in arms, under two years of age, are carried free.
RESERVATIONS: Reservations for any Southern flight may be confirmed immediately; onward reservations beyond the routes of Southern may be confirmed immediately in most instances. To make a reservation *anywhere*, phone, write or wire any Southern office. Your Southern Agent will be happy to serve you.
HOTEL RESERVATIONS: Hotel reservations will be made for you by your Southern Agent at the same time as your reservations for transportation are made.
BAGGAGE: Each ticket entitles the passenger to a free baggage allowance of 40 lbs. (66 pounds for international passengers). Passengers traveling together may pool their baggage.
GROUND TRANSPORTATION: Ground transportation to and from airports served by Southern is available at reasonable cost.
SHORT GROUND TIMES: Through the use of "Step Doors" and other improvements, ground times at intermediate stations have been

NEW ORLEANS • MOBILE • JACKSON • MEMPHIS • COLUMBUS, MISS. • ATLANTA

Read Down	Flight Number	102	402	542	104	544	106	456
NEW ORLEANS	(CST) Lv	AM	8:00					4:20
BATON ROUGE	" Ar		8:31					4:51
BATON ROUGE	" Lv		8:33					4:53
NATCHEZ	" Ar		9:08					5:28
NATCHEZ	(CST) Lv		9:10					5:30
MOBILE	(CST) Lv		8:00			1:55		
GULFPORT-BILOXI	" Ar		8:26					
GULFPORT-BILOXI	" Lv		8:28					
HATTIESBURG	" Ar					2:30		
HATTIESBURG	" Lv					2:32		
LAUREL	" Ar		9:07			2:49		
LAUREL	" Lv		9:09			2:51		
JACKSON	(CST) Ar		9:46	9:43		3:25		6:06
JACKSON	(CST) Lv		10:05			3:55		6:20
VICKSBURG	" Ar		10:29			4:19		06:39
VICKSBURG	" Lv		10:31			4:21		
GREENVILLE, MISS.	" Ar		11:06			4:56		
GREENVILLE, MISS.	" Lv		11:08			4:58		
CLARKSDALE	" s							
CLARKSDALE	" s							
MEMPHIS	(CST) Ar		12:08			5:58		08:09
MEMPHIS	(CST) Lv		7:30		1:00		6:40	
TUPELO	" Ar		8:09		1:39		7:19	
TUPELO	" Lv		8:11		1:41		7:21	
COLUMBUS, MISS.	(CST) Ar		8:36		2:06		7:46	7:18
COLUMBUS, MISS.	(CST) Lv		8:38		2:08		7:48	
TUSCALOOSA	" Ar		9:07		2:37		8:17	
TUSCALOOSA	" Lv		9:09		2:39		8:19	
BIRMINGHAM	" Ar		9:36		3:06		8:46	
BIRMINGHAM	" Lv		9:39		3:09		8:48	
GADSDEN	" Ar		10:03		3:33		9:12	
GADSDEN	" Lv		10:05		3:35		9:14	
ATLANTA	(EST) Ar		11:50		5:20		10:59	

c—Via C. & S.
s—Service to Clarksdale temporarily suspended pending completion of new runway.

JUST CHARGE IT

Yes, your UNIVERSAL AIR TRAVEL PLAN CREDIT CARD is good for passage via Southern Airways and all connecting carriers. Southern also offers a LOCAL AIR TRAVEL CREDIT CARD, good over the entire Southern system, which requires no deposit; ideal for the individual or business with interests through the Southland. For details, call any Southern Airways Office.

Now! Three Round Trips Daily CHARLOTTE - ATLANTA

CHARLOTTE • ATLANTA • JACKSONVILLE ATLANTA • COLUMBUS, GA. • CHARLESTON

Read Down	Flight Number	203	111	115	234	117	207
CHARLOTTE	(EST) Lv	AM	AM	PM	PM	PM	PM
SPARTANBURG	" Ar			8:00	12:00		3:30
SPARTANBURG	" Lv			8:30	12:30		4:00
GREENVILLE, S. C.	" Ar			8:48	12:48		4:18
GREENVILLE, S. C.	" Lv			8:50	12:50		4:20
GREENWOOD	" Ar			9:12	1:12		4:42
GREENWOOD	" Lv			9:14	1:14		4:44
ATHENS	" Ar			9:44	1:44		5:14
ATHENS	" Lv			9:46	1:46		5:16
ATLANTA	(EST) Ar			10:17	2:17		5:47
ATLANTA	(EST) Lv			8:05		2:45	6:35
LAGRANGE	" Ar			8:37	3:17		7:07
LAGRANGE	" Lv			8:39	3:19		7:09
COLUMBUS, GA.	(EST) Ar			8:59	3:39		7:29
COLUMBUS, GA.	(EST) Lv			9:02	3:44		7:33
ALBANY	" Ar			9:41			8:12
ALBANY	" Lv			9:43			8:14
MOULTRIE	" Ar			10:04			8:35
MOULTRIE	" Lv			10:06			8:37
VALDOSTA	" Ar			10:27			8:58
VALDOSTA	" Lv			10:29			9:00
JACKSONVILLE	(EST) Ar			11:10			9:41
MACON	(EST) Ar				4:20		
MACON	" Lv				4:22		
AUGUSTA	" Ar				5:08		
AUGUSTA	" Lv				5:10		
CHARLESTON	(EST) Ar				6:04		

Now! Three Round Trips Daily ATLANTA - CHARLOTTE

CHARLESTON • COLUMBUS, GA. • ATLANTA JACKSONVILLE • ATLANTA • CHARLOTTE

Read Down	Flight Number	112	202	114	204	116	327
CHARLESTON	(EST) Lv	AM	AM	PM	PM	PM	PM
AUGUSTA	" Ar						7:00
AUGUSTA	" Lv						7:54
MACON	" Ar						7:56
MACON	(EST) Lv						8:42
JACKSONVILLE	(EST) Lv		8:00		2:15		8:44
VALDOSTA	" Ar		8:45		3:00		
VALDOSTA	" Lv		8:47		3:02		
MOULTRIE	" Ar		9:06		3:21		
MOULTRIE	" Lv		9:08		3:23		
ALBANY	" Ar		9:31		3:46		
ALBANY	" Lv		9:33		3:48		
COLUMBUS, GA.	(EST) Ar		10:10		4:26		9:20
COLUMBUS, GA.	(EST) Lv		10:14		4:29		9:24
LAGRANGE	" Ar		10:34		4:49		9:44
LAGRANGE	" Lv		10:36		4:51		9:46
ATLANTA	(EST) Ar		11:05		5:20		10:15
ATLANTA	(EST) Lv		8:25	12:25		6:50	
ATHENS	" Ar		8:59	12:59		7:24	
ATHENS	" Lv		9:01	1:01		7:26	
GREENWOOD	" Ar		9:32	1:32		7:57	
GREENWOOD	" Lv		9:34	1:34		7:59	
GREENVILLE, S. C.	" Ar		9:57	1:57		8:22	
GREENVILLE, S. C.	" Lv		9:59	1:59		8:24	
SPARTANBURG	" Ar		10:15	2:15		8:40	
SPARTANBURG	" Lv		10:17	2:17		8:42	
CHARLOTTE	(EST) Ar		10:47	2:47		9:12	

ONE-WAY FARES IN LIGHT-FACE TYPE

ADULT FARES *

ROUND-TRIP FARES IN BOLD-FACE TYPE

Between:	Albany, Georgia	Athens, Georgia	Atlanta, Georgia	Augusta, Georgia	Baton Rouge, Louisiana	Biloxi, Mississippi	Birmingham, Alabama	Charleston, South Carolina	Charlotte, North Carolina	Clarksdale, Mississippi	Columbus, Georgia	Columbus, Mississippi	Gadsden, Alabama	Greenville, Mississippi	Greenville, South Carolina	Greenwood, South Carolina	Gulfport, Mississippi	Hattiesburg, Mississippi	Jackson, Mississippi	Jacksonville, Fla.	LaGrange, Georgia	Laurel, Mississippi	Macon, Georgia	Memphis, Tennessee	Mobile, Alabama	Moultrie, Georgia	Natchez, Mississippi	New Orleans, Louisiana	Spartanburg, South Carolina	Tupelo, Mississippi	Tuscaloosa, Alabama	Valdosta, Georgia	Vicksburg, Mississippi	
ALBANY	GA.	28.50	20.60	24.00			31.60	39.80	47.70		10.50	44.50	31.60	37.90	36.60				20.60	13.70		13.50	59.90			4.80				40.50	50.10	38.00	8.80	
ATHENS	GA.	14.95	7.90		70.80		39.80	47.70	23.30	57.20	18.00	36.60	19.40	65.20	13.30	8.20			52.60	40.60	14.80		50.10			4.80	62.80	70.80	40.50	50.10	38.00	8.80	57.50	
ATLANTA	GA.	10.80	4.15	21.90	62.90	64.20	15.80	34.80	27.20	49.40	10.10	28.70	11.50	57.30	17.30	16.10	64.20	57.00	44.70	32.70	6.90	53.70	13.80	42.20	65.80	25.20	55.00	62.90	20.00	34.30	22.30	29.30	49.60	
AUGUSTA	GA.	12.60	11.50				45.60	32.70	17.90		21.60	45.60	32.70						44.50	21.90	21.90		12.60	59.10		28.70	55.00	20.00	34.30	22.30	29.30	49.60		
BATON ROUGE	LA.		37.25	33.10			47.20		87.40	40.70		34.50	52.70	32.70	80.20	79.00		30.70	19.60				42.00	39.30		9.40	7.60	80.20	40.10	41.00		23.30		
"BILOXI	MISS.			33.75			48.40		41.80		35.70	53.90	33.90					19.50					41.90	6.30		29.00			41.30	42.10		24.50		
BIRMINGHAM	ALA.	16.60	12.45	8.30	17.20	24.80	25.45	50.60	42.90	35.50	25.																							