

AUGUST 1, 1954

# FLY Southern AIRWAYS



*Southern*  
AIRWAYS

**5**<sup>th</sup> Anniversary  
of SAFE DEPENDABLE  
SERVICE in the SOUTH



**DEPENDABLE  
SCHEDULED  
TRANSPORTATION**

One of the SCHEDULED AIRLINES of the U.S.

# SOUTHERN TICKET OFFICES

CITY	ADDRESS	PHONE
ALBANY, GA.	Municipal Airport	Hemlock 5-5771
ATHENS, GA.	Municipal Airport	4487
	Piedmont Hotel	CA. 8403
ATLANTA, GA.	Atlanta Airport	CA. 8403
BATON ROUGE, LA.	Ryan Airport	7-2293
BILOXI-GULFPORT, MISS.	Gulfport Airport	Gulfport 687
	Tutwiler Hotel	9-3737
BIRMINGHAM, ALA.	Brown-Marx Bldg.	9-3737
	Municipal Airport	9-3737
CHARLOTTE, N.C.	Douglas Field	5-8733
COLUMBUS, GA.	Muscogee Airport	2-4401
COLUMBUS, MISS.	Columbus-Lowndes County Airport	2588
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
JACKSON, MISS.	Hotel Heidelberg	2-8889
	Hawkins Field	2-8889
JACKSONVILLE, FLA.	Imeson Airport	4-7833
LAUREL, MISS.	Municipal Airport	3440
	Peabody Hotel	5-6456
MEMPHIS, TENN.	Municipal Airport	5-6456
MOBILE, ALA.	Bates Field	7-3637
MONROE, LA.	Selman Field	3-4493
MOULTRIE, GA.	Moultrie Municipal Airport	1140
NATCHEZ, MISS.	Adams County Airport	6963
	724 Common Street	
NEW ORLEANS, LA.	(St. Charles Hotel)	Kenner 7-7309
	Moisant Intl. Airport	Kenner 7-7309
SPARTANBURG, S.C.	Memorial Airport	3-5532
THOMASVILLE, GA.	Travel Service, Colonial Hotel	211
	Moultrie Municipal Airport	Moultrie 1140
TUPELO, MISS.	Municipal Airport	255
TUSCALOOSA, ALA.	Van De Graff Airport	8-0251
VALDOSTA, GA.	Municipal Airport	2851
VICKSBURG, MISS.	Municipal Airport	550

EXECUTIVE OFFICES—BROWN-MARX BLDG., BIRMINGHAM, ALABAMA  
 GENERAL OFFICES—ATLANTA AIRPORT, ATLANTA, GEORGIA

POSTMASTER IF ADDRESSEE HAS RE-MOVED. PLEASE NOTIFY US OF NEW ADDRESS ON FORM 3547. POSTAGE FOR WHICH IS GUARANTEED. IF FORM 3547 IS NOT SENT RETURN THE UNDELIVERABLE MATTER. RETURN POSTAGE GUARANTEED.

SOUTHERN AIRWAYS, Inc.  
 ATLANTA AIRPORT  
 ATLANTA, GEORGIA  
 MEMPHIS, TENNESSEE  
 For Reservation and Information  
 call 5-6456



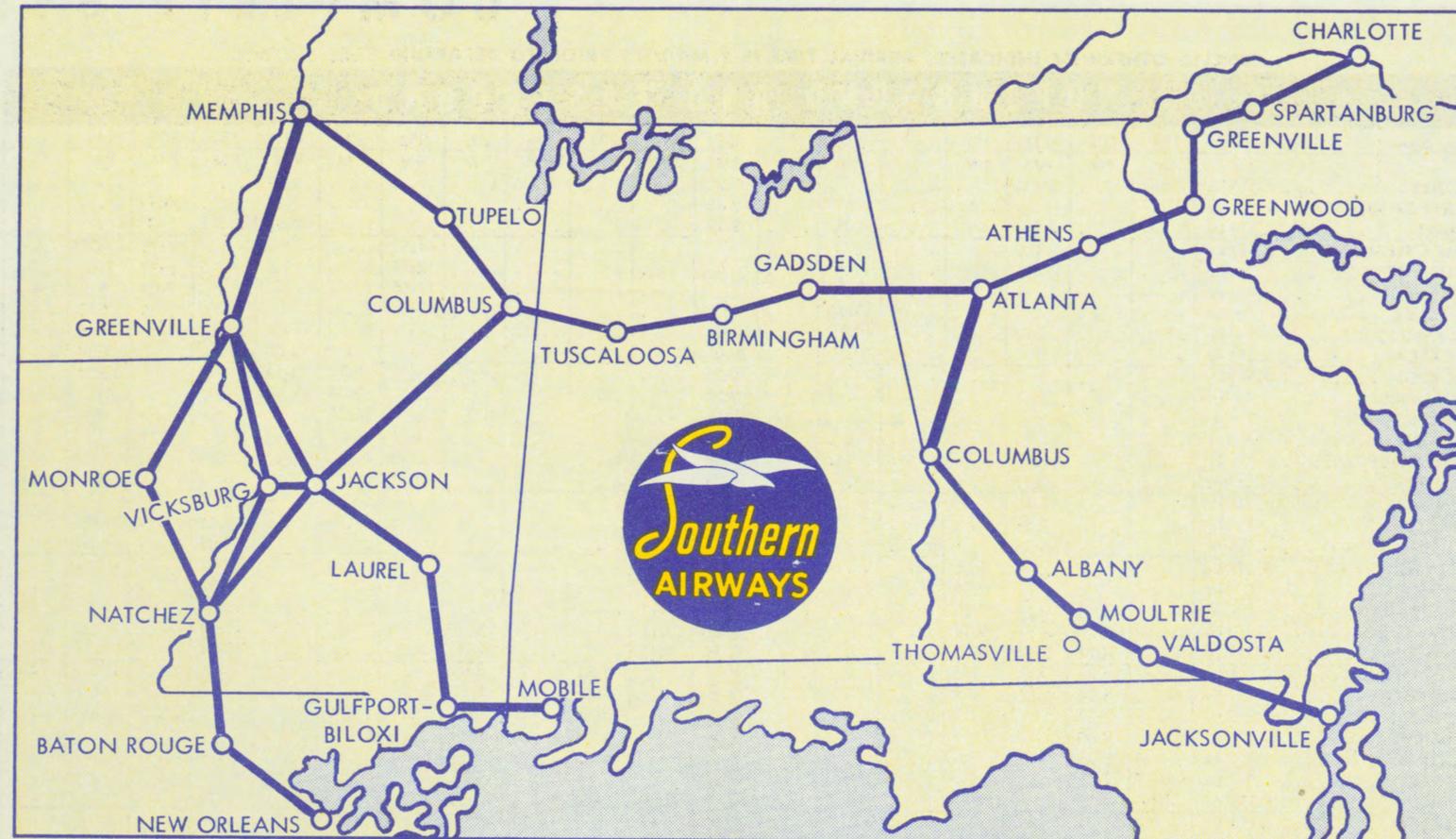
Southern AIRWAYS  
 5th Anniversary  
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DEPENDABLE SCHEDULED TRANSPORTATION

One of the SCHEDULED AIRLINES of the U.S.

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## ADULT FARES\*

Between:	ONE-WAY FARES IN CLEAR AREA BELOW DIAGONAL LINE										ROUND-TRIP FARES IN SHADED AREA ABOVE DIAGONAL LINE																			
	Albany	Athens	Atlanta	Baton Rouge	Biloxi	Birmingham	Charlotte	Columbus	Columbus	Gadsden	Greenville	Greenville	Greenwood	Gulfport	Jackson	Jacksonville	Laurel	Memphis	Mobile	Monroe	Moultrie	Natchez	New Orleans	Spartanburg	Tupelo	Tuscaloosa	Valdosta	Vicksburg		
ALBANY GA.		30.40	22.50																											
ATHENS GA.	15.95		8.40	72.70																										
ATLANTA GA.	11.80	4.40		64.80	66.10	17.70	29.10	12.00	30.60	12.20	57.00	19.20	17.10	66.10	46.60	34.60	55.60	44.10	106.70	60.10	26.60	55.90	64.80	21.90	36.20	24.20	31.00	51.50		
BATON ROUGE LA.		38.25	34.10			49.10	89.30		35.80	54.60	29.10											9.40	9.50	82.10	41.70	42.60		18.70		
BILOXI MISS.			34.75			50.30			37.30	55.80	80.80											29.70			43.20	44.00		25.50		
BIRMINGHAM ALA.	17.60	13.45	9.30	25.80	26.45		44.80	27.80	13.70	5.90	41.30	35.00	33.80	50.30	30.80	50.40	39.90	30.30	51.90	44.30	38.20	40.10	49.10	103.70	19.60	6.90	42.20	35.80		
CHARLOTTE N.C.	26.10	12.90	15.30	47.00		23.55		39.20	57.70	40.60																				
COLUMBUS GA.	5.50	10.45	6.30			14.60	20.60		40.70	23.50																				
COLUMBUS MISS.	24.40	20.25	16.10	18.80	19.60	7.20	30.35	21.40	19.60	27.60	47.90	46.70	37.10	10.63	30.26	50.10	16.80	39.00	32.50	51.20	26.50	37.90	50.60	5.90	6.90	55.10	22.30			
GADSDEN ALA.	17.60	10.80	6.40	28.70	29.35	3.10	21.35	12.35	10.30		47.20	30.70	29.30	55.80	36.30	46.10	45.40	35.80	57.40	50.20	38.20	46.00	54.60	33.40	25.50	12.80	42.20	41.30		
GREENVILLE MISS.			30.00	15.30	16.20	21.70			14.50	24.80																				
GREENVILLE S.C.	20.90	7.40	10.10	43.20		18.40	6.30	15.40	25.20	16.15																				
GREENWOOD S.C.	20.25	4.60	9.00	42.55		17.75	8.30	14.75	24.55	15.40		3.00																		
GULFPORT MISS.			34.75			26.45		19.60	29.35	16.20																				
JACKSON MISS.		28.65	24.50	9.80	10.70	16.20	38.75		9.00	19.10	5.50	33.60	32.95	10.70																
JACKSONVILLE FLA.	11.40	22.35	18.20			26.50	32.50	16.70	33.30	24.25		27.30	26.65																	
LAUREL MISS.			29.25	14.80	5.70	20.95			13.90	23.85	10.50																			
MEMPHIS TENN.	32.50	27.35	23.20	22.60	23.05	15.90	33.40	28.50	8.80	18.80	8.40	28.25	28.25	23.05	12.80	40.40	17.55	47.50	26.50	66.50	33.70	44.10	56.40	10.90	23.60	70.50	24.40			
MOBILE ALA.			35.60	21.65	4.30	27.30			20.50	30.20	17.65																			
MONROE LA.			31.60	9.80	18.80	23.30			17.10	26.40	5.50																			
MOULTRIE GA.	3.00	18.40	14.00			20.10	28.55	7.95	26.90	20.10																				
NATCHEZ MISS.			29.40	4.90	15.60	21.10	44.15		13.90	24.20	10.40	39.00		15.60	4.90															
NEW ORLEANS LA.		38.25	34.10	5.00		25.80	47.00		19.90	28.70	16.90	43.20	42.55	11.40																
SPARTANBURG S.C.	22.30	8.80	11.50	43.20		19.80	4.90	16.80	26.60	17.55		3.00	4.20																	
TUPELO MISS.	27.35	23.20	19.05	21.90	22.70	10.30	33.30	24.35	3.10	13.40	14.10	28.15	27.50	22.70	12.00	36.25	17.00	5.70	23.45	17.10	29.85	17.00	22.85	29.55			56.20	44.10	51.20	71.50
TUSCALOOSA ALA.	21.00	16.85	12.70	22.40	23.15	3.60	26.95	18.00	3.60	6.70	18.10	21.80	21.15	23.15	12.60	29.90	17.50	12.40	23.90	20.70	23.50	17.50	23.30	23.20	6.70		48.70	29.10		
VALDOSTA GA.	4.90	20.55	16.30						22.20	30.70	10.20	29.00	22.20																	
VICKSBURG MISS.		31.25	27.10	9.80	13.40	18.80	41.35		11.70	21.70	5.50	36.20	35.55	13.40	3.00															

\*All fares subject to 10% Federal Tax and State Sales Tax where applicable. Biloxi, Miss., served through Gulfport Airport.

BUY ROUND TRIPS! SAVE 10% ON RETURN TICKET

# COMPLETE SYSTEM SCHEDULES

UNLESS OTHERWISE INDICATED, ARRIVAL TIME IS 2 MINUTES PRIOR TO DEPARTURE TIME SHOWN.

## NORTHBOUND AND EASTBOUND

Read Down	Flight Number	112	202	131	102		332		432	104	204	116	208	352	305	434	106	356	348	
		AM	AM	AM	AM		AM		AM	PM	PM	PM	PM	AM	PM	PM	PM	PM	PM	
MOBILE (CST) Lv									8:20							2:17				
GULFPORT-BILOXI... Lv									8:48							2:45		EXCPT SAT		
LAUREL (CST) Lv									9:29							3:26				
NEW ORLEANS (CST) Lv														11:50				7:55	EXCPT SAT	
BATON ROUGE " Lv														12:23				8:28		
NATCHEZ " Ar														12:58				9:03		
NATCHEZ " Lv														1:00				9:05	9:10	
VICKSBURG " Lv																		9:36	9:36	
JACKSON (CST) Ar																		9:58	9:58	
JACKSON (CST) Lv																		10:04	10:04	
VICKSBURG " Lv																				
NATCHEZ " Ar																				
MONROE " Lv																				
GREENVILLE, MISS... Lv																				
MEMPHIS (CST) Ar																				
MEMPHIS (CST) Lv																				
TUPELO " Lv																				
COLUMBUS, MISS... (CST) Ar																				
COLUMBUS, MISS... (CST) Lv																				
TUSCALOOSA " Lv																				
BIRMINGHAM " Ar																				
BIRMINGHAM " Lv																				
GADSDEN (CST) Lv																				
JACKSONVILLE (EST) Lv																				
VALDOSTA " Lv																				
MOULTRIE " Lv																				
ALBANY " Lv																				
COLUMBUS, GA... " Ar																				
COLUMBUS, GA... " Lv																				
ATLANTA (EST) Ar																				
ATLANTA (EST) Lv																				
ATHENS " Lv																				
GREENWOOD " Lv																				
GREENVILLE, S.C... " Lv																				
SPARTANBURG " Lv																				
CHARLOTTE (EST) Ar																				

UNLESS OTHERWISE INDICATED, ARRIVAL TIME IS 2 MINUTES PRIOR TO DEPARTURE TIME SHOWN.

## SOUTHBOUND AND WESTBOUND

Read Down	Flight Number	332	131	432	201	332	101	341			305	355	115	205	105	347	107	207	119	
		AM	AM	AM	AM	AM	AM	AM			PM	PM	AM	PM	PM	PM	PM	PM	PM	PM
CHARLOTTE (EST) Lv													11:53							9:45
SPARTANBURG " Lv													12:25							10:17
GREENVILLE, S.C... " Lv													12:43							10:35
GREENWOOD " Lv													1:07							10:59
ATHENS " Lv													1:39							11:31
ATLANTA (EST) Ar													2:10							12:02
ATLANTA (EST) Lv																				
COLUMBUS, GA... " Ar																				
COLUMBUS, GA... " Lv																				
ALBANY " Lv																				
MOULTRIE " Lv																				
VALDOSTA " Lv																				
JACKSONVILLE (EST) Ar																				
GADSDEN (CST) Lv																				
BIRMINGHAM " Ar																				
BIRMINGHAM " Lv																				
TUSCALOOSA " Lv																				
COLUMBUS, MISS... (CST) Ar																				
COLUMBUS, MISS... (CST) Lv																				
TUPELO " Lv																				
MEMPHIS (CST) Ar																				
MEMPHIS (CST) Lv																				
GREENVILLE, MISS... " Lv																				
MONROE " Lv																				
NATCHEZ " Lv																				
VICKSBURG " Lv																				
JACKSON (CST) Ar																				
JACKSON (CST) Lv																				
VICKSBURG " Lv																				
NATCHEZ " Ar																				
NATCHEZ " Lv																				
BATON ROUGE " Lv																				
NEW ORLEANS (CST) Ar																				
LAUREL (CST) Lv																				
GULFPORT-BILOXI... " Lv																				
MOBILE (CST) Ar																				

SHADED AREAS INDICATE P.M. TIMES.

a - Arrival Time

SHADED AREAS INDICATE P.M. TIMES.

SHADED AREAS INDICATE P.M. TIMES.

a - Arrival Time

\* Via Flight 434 From Mobile

SHADED AREAS INDICATE P.M. TIMES.

### GENERAL INFORMATION

**EQUIPMENT:** All flights are operated with famous Douglas DC-3, 24 passenger aircraft, over authorized airways, under certificates issued by the Civil Aeronautics Board.

**STEWARDESS SERVICE:** Southern provides attractive, courteous stewardesses on all flights -- specially trained to make your trip always comfortable and pleasant.

**RESERVATIONS:** Reservations for any Southern flight may be confirmed immediately; reservations beyond the routes of Southern are confirmed immediately in most instances.

**HOTEL and U-DRIVE-IT:** Reservations for hotel space and/or a U-Drive-It automobile may be made through any Southern office at the same time your flight space is reserved. Your Southern Agent will be happy to assist you.

**SHORT GROUND TIMES:** Through the use of "Step Doors" and other modern improvements, ground times at most intermediate stations have been reduced to two minutes. This means no long waiting at local stops on Southern. You're in and out before you know it for a speedy onward journey.

**STOP-OVER PRIVILEGES:** Southern allows you to stop-over at any number of points intermediate to your origin and destination at no increase in fare. Just buy one ticket and make your reservations accordingly before you start. That's all there is to it.

**CHARGE ACCOUNTS:** Universal Air Travel Plan Cards, issued by any airline will be honored at any Southern office. In addition, Southern has its Local Air Travel Plan which requires no deposit. Your Southern Agent will be happy to furnish details.

**CHECK-IN TIME:** Our passengers have learned to expect "On-Time" performance. To help us maintain our enviable on-time record, and to insure scheduled departure of your flight, we request that you check in at least 20 minutes before departure time, if you have your ticket, or 30 minutes before, if you are to purchase a ticket. This gives ample time for checking baggage and tickets and other necessary formalities. Reservations not claimed at least 10 minutes before flight time are subject to cancellation.

# Southern Airways



## TIME SAVER SERVICE

SERVING 8 SOUTHERN STATES

CONNECTING SERVICE ANYWHERE

Money Saving AIRCOACH Connections to:

NEW YORK • WASHINGTON • CHICAGO  
MIAMI • DETROIT • CLEVELAND and OTHER POINTS

You're always ahead when you Fly Southern

FOR SPEED AND CONVENIENCE USE ★ AIR MAIL ★ AIR PARCEL POST ★ AIR EXPRESS

### LEAVE YOUR CAR AT HOME

You can rent one anywhere!

For a great deal less than you think, you can rent a new car at your destination -- have it waiting for you right at the airport at most cities. Check on the Plane-Auto plan at any Southern Airways Office.

### 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 complete details.

### SAVE WITH SOUTHERN'S FAMILY PLAN!

### 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 Airways System, which requires no deposit; ideal for the individual or business with interests through the Southland. For complete details, call any Southern Airways Office.