

AUGUST 1, 1954

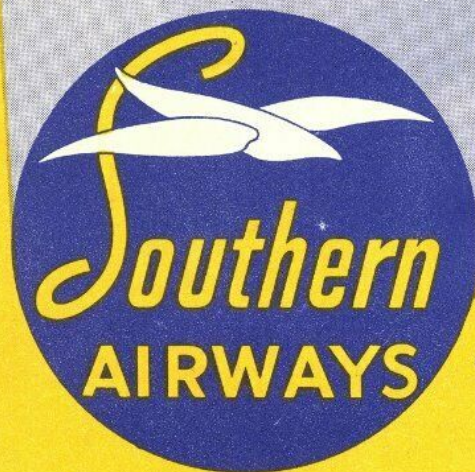
Southern

AIRWAYS



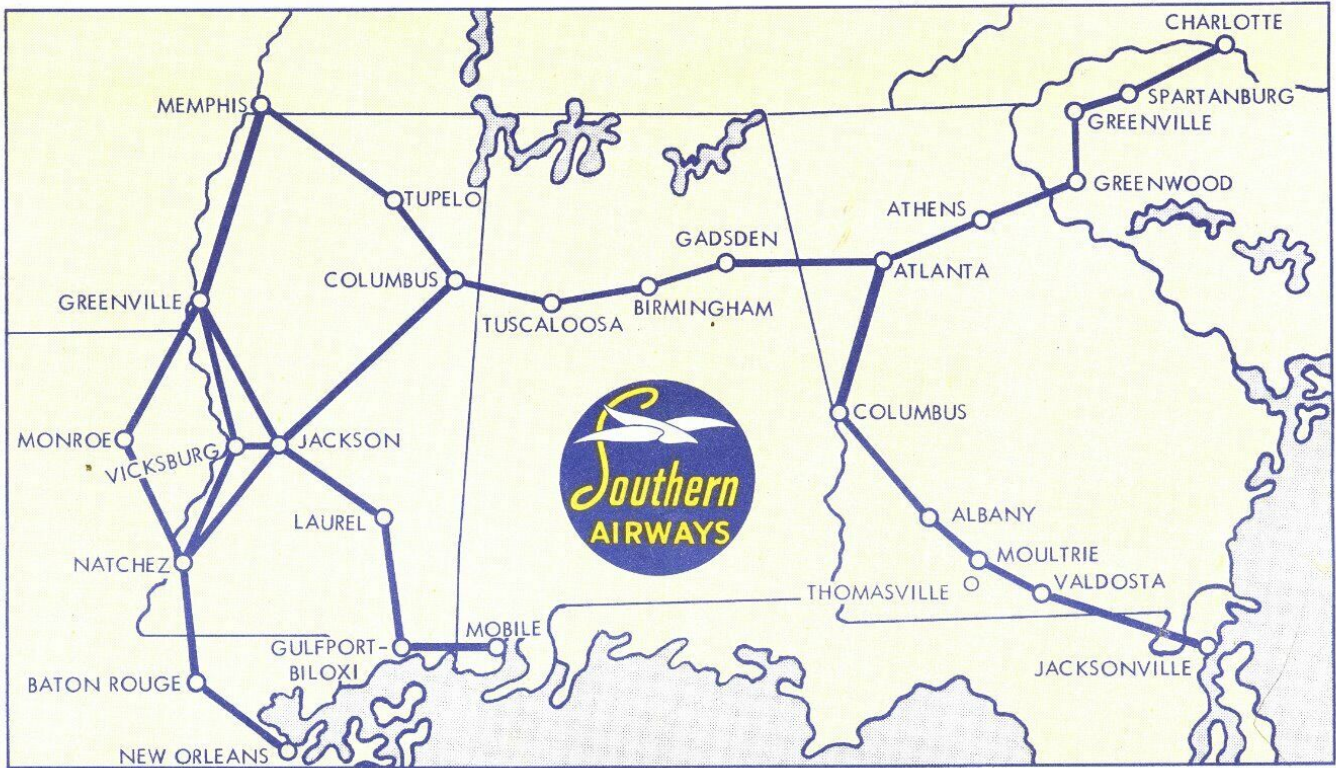
Southern
AIRWAYS

5th Anniversary
of SAFE DEPENDABLE
SERVICE in the SOUTH



DEPENDABLE
SCHEDULED
TRANSPORTATION

One of the SCHEDULED AIRLINES of the U.S.



ADULT FARES *

ONE-WAY FARES IN CLEAR AREA BELOW DIAGONAL LINE

ROUND-TRIP FARES IN SHADED AREA ABOVE DIAGONAL LINE

Between:	Albany Georgia	Athens Georgia	Atlanta Georgia	Baton Rouge Louisiana	Biloxi Mississippi	Birmingham Alabama	Charlotte North Carolina	Columbus Georgia	Columbus Mississippi	Gadsden Alabama	Greenville Mississippi	Greenville South Carolina	Greenwood South Carolina	Gulfport Mississippi	Jackson Mississippi	Jacksonville Florida	Laurel Mississippi	Memphis Tennessee	Mobile Alabama	Monroe Louisiana	Moultrie Georgia	Natchez Mississippi	New Orleans Louisiana	Spartanburg South Carolina	Tupelo Mississippi	Tuscaloosa Alabama	Valdosta Georgia	Vicksburg Mississippi			
ALBANY GA.	30.40	22.50	15.95	8.40	7.70	25.60	24.60	19.90	38.50	20.60	14.10	8.80	54.50	42.50	52.00	35.00	72.70	16.80	44.10	32.10	39.10	59.40	42.40	52.00	39.90	9.40	5.70	4.40	2.50		
ATHENS 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	67.70	60.10	26.60	55.90	64.80	21.90	36.20	24.20	24.31	1.00	51.50	18.70	18.70	
ATLANTA GA.	38.25	34.10	49.10	89.30	35.80	54.60	29.10	82.10	80.90	37.30	55.80	30.80	20.40	10.90	43.80	8.20	35.80	29.70	43.20	44.00	43.20	44.00	43.20	44.00	43.20	44.00	43.20	44.00	43.20	44.00	
BATON ROUGE LA.	50.30	34.75	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	10.50	
BILOXI MISS.	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	80.50	39.90	30.30	51.90	44.30	38.20	40.10	49.10	37.70	19.60	6.90	42.20	35.80	78.60	19.40	25.50	
BIRMINGHAM ALA.	26.10	12.90	15.30	47.00	23.55	39.20	57.70	40.60	12.00	15.80	73.70	61.80	63.50	9.40	63.50	31.80	54.20	15.20	54.30	83.90	89.30	9.40	63.30	51.30	58.40	78.60	19.40	25.50	18.70	18.70	
CHARLOTTE N.C.	5.50	10.45	6.30	14.60	20.60	40.70	23.50	29.30	28.10	19.60	27.60	47.90	46.70	37.30	17.10	63.30	26.50	16.80	39.00	32.50	51.20	26.50	37.90	50.60	5.90	6.90	55.10	22.30	30.70	41.30	
COLUMBUS GA.	24.40	20.25	16.10	18.80	19.60	7.20	30.35	21.40	19.60	27.60	47.90	46.70	37.30	17.10	63.30	26.50	16.80	39.00	32.50	51.20	26.50	37.90	50.60	5.90	6.90	55.10	22.30	30.70	41.30	10.50	
COLUMBUS MISS.	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	10.50	10.50	10.50	
GADSDEN ALA.	30.00	15.30	16.20	21.70	14.50	24.80	17.10	26.40	5.50	18.80	8.10	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	12.80	60.80	28.20	29.10	29.10	29.10	
GREENVILLE MISS.	20.90	7.40	10.10	43.20	18.40	6.30	15.40	25.20	16.15	5.70	63.90	51.90	53.70	44.40	74.10	82.10	5.70	53.50	41.50	48.50	68.80	53.70	7.90	52.30	40.20	47.30	67.60	25.50	25.50	25.50	
GREENVILLE S.C.	20.25	4.60	9.00	42.55	17.75	8.30	14.75	24.55	15.40	3.00	62.70	50.70	53.70	44.40	74.10	82.10	5.70	53.50	41.50	48.50	68.80	53.70	7.90	52.30	40.20	47.30	67.60	25.50	25.50	25.50	
GREENWOOD S.C.	34.75	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45	26.45
GULFPORT 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	9.50	24.40	23.10	15.40	16.80	18.90	33.40	14.10	24.90	18.90	32.00	46.30	34.20	19.40	25.50	18.70	18.70	18.70	
JACKSON MISS.	11.40	22.35	18.20	29.25	14.80	5.70	20.95	13.90	23.85	10.50	5.70	5.00	33.40	14.10	24.90	18.90	32.00	46.30	34.20	19.40	25.50	18.70	18.70	18.70	18.70	18.70	18.70	18.70	18.70	18.70	18.70
JACKSONVILLE FLA.	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	24.40	24.40	24.40	24.40
LAUREL MISS.	35.60	21.65	4.30	27.30	20.50	30.20	17.65	4.30	12.15	13.10	13.90	20.25	7.40	24.95	38.50	32.40	44.60	45.50	27.40	27.40	27.40	27.40	27.40	27.40	27.40	27.40	27.40	27.40	27.40	27.40	27.40
MOBILE ALA.	31.60	9.80	18.80	23.30	17.10	26.40	5.50	18.80	8.10	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	12.80	60.80	28.20	29.10	29.10	29.10	29.10	29.10	29.10
MONROE LA.	3.00	18.40	14.00	20.10	28.55	7.95	26.90	20.10	23.35	22.70	23.35	22.70	6.50	9.90	17.70	17.05	4.90	17.50	76.80	32.30	33.30	26.90	31.95	25.60	48.70	29.10	29.10	29.10	29.10	29.10	29.10
MOULTRIE GA.	29.40	4.90	15.60	21.10	44.15	13.90	24.20	10.40	39.00	15.60	4.90	9.90	17.70	17.05	4.90	23.20	14.00	24.75	40.40	43.20	24.75	40.40	43.20	56.20	44.10	51.20	71.50	27.40	27.40	27.40	27.40
NATCHEZ MISS.	38.25	34.10	5.00	25.80	47.00	19.90	4.90	16.80	26.60	17.55	3.00	4.20	35.00	28.70	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65
NATCHEZ MISS.	22.30	8.80	11.50	43.20	19.80	4.90	16.80	26.60	17.55	3.00	4.20	35.00	28.70	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65	29.65
NEW ORLEANS LA.	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	12.80	60.80	28.20	29.10	29.10	29.10	29.10
NEW ORLEANS S.C.	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	29.10	29.10	29.10	29.10
SPARTANBURG S.C.	4.90	20.55	16.30	22.20	30.70	10.20	29.00	22.20	25.50	24.85	25.50	24.85	6.50	9.90	17.70	17.05	4.90	17.50	76.80	32.30	33.30	26.90	31.95	25.60	48.70	29.10	29.10	29.10	29.10	29.10	29.10
TUPELO 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	7.70	12.80	14.40	8.10	24.75	40.40	43.20	24.75	40.40	43.20	56.20	44.10	51.20	71.50	27.40	27.40	27.40	27.40
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	29.10	29.10	29.10	29.10
VALDOSTA GA.	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	7.70	12.80	14.40	8.10	24.75	40.40	43.20	24.75	40.40	43.20	56.20	44.10	51.20	71.50	27.40	27.40	27.40	27.40
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	7.70	12.80	14.40	8.10	24.75	40.40	43.20	24.75	40.40	43.20	56.20	44.10	51.20	71.50	27.40	27.40	27.40	27.40

*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 SYS

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										
GULFPORT-BILOXI	" Lv						8:48										
LAUREL	(CST) Lv						9:29										
NEW ORLEANS	(CST) Lv											11:50				7:55	EXCPT SAT
BATON ROUGE	" Lv											12:23				8:28	EXCPT SAT
NATCHEZ	" Ar											12:58				9:03	
NATCHEZ	" Lv											1:00				9:05	9:10
VICKSBURG	" Lv																9:36
JACKSON	(CST) Ar						10:03										9:58
JACKSON	(CST) Lv						10:25										10:04
VICKSBURG	" Lv						10:51										
NATCHEZ	" Ar																
MONROE	" Lv																
GREENVILLE, MISS.	" Lv																
MEMPHIS	(CST) Ar						11:28					1:36				9:39	
MEMPHIS	(CST) Lv						12:23					2:16					
TUPELO	" Lv			7:15				1:10				3:11					
COLUMBUS, MISS.	(CST) Ar			7:56				1:51									
COLUMBUS, MISS.	(CST) Lv			8:24				2:19									
TUSCALOOSA	" Lv				8:36			2:21									
BIRMINGHAM	" Ar				9:02			2:47									
BIRMINGHAM	" Lv				9:29			3:14									
GADSDEN	(CST) Lv				9:34			3:19									
JACKSONVILLE	(EST) Lv				10:00			3:45									
VALDOSTA	" Lv								2:35								
MOULTRIE	" Lv								3:22								
ALBANY	" Lv								3:45								
COLUMBUS, GA.	" Ar								4:08								
COLUMBUS, GA.	" Lv								4:43								
ATLANTA	(EST) Ar								4:46								
ATLANTA	(EST) Lv								5:30								
ATHENS	" Lv								5:23								
GREENWOOD	" Lv									6:50							
GREENVILLE, S.C.	" Lv									7:26							
SPARTANBURG	" Lv									7:59							
CHARLOTTE	(EST) Ar									8:24							
		AM	AM	AM	AM	AM	PM	PM	PM	PM	PM	PM	PM	PM	AM	PM	PM

SHADED AREAS INDICATE P.M. TIMES.

a - Arrival Time

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 SAVE

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CONNECTING SI

Money Saving AIRC

NEW YORK • WA

MIAMI • DETROIT •

You're always ahead

FOR SPEED AND CONVENIENCE USE ★ AIR MA

SYSTEM SCHEDULES

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	
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	EXCPT SAT						10:59
ATHENS	" Lv				EXCPT SUN								1:39	SAT			EXCPT SAT			11:31
ATLANTA	(EST) Ar												2:10							12:02
ATLANTA	(EST) Lv				6:30		6:50							2:40	2:25			6:35	7:05	EXCPT
COLUMBUS, GA.	Ar				7:07									3:17					7:42	SAT
COLUMBUS, GA.	Lv				7:10									3:21					7:47	
ALBANY	Lv				7:48									3:59					8:25	
MOULTRIE	Lv				8:11									4:22					8:48	
VALDOSTA	Lv				8:34									4:45					9:12	
JACKSONVILLE	(EST) Ar				9:15									5:26					9:53	
GADSDEN	(CST) Lv						6:40								2:15				6:25	
BIRMINGHAM	" Ar						7:05								2:40				6:50	
BIRMINGHAM	" Lv						7:08								2:43				6:53	
TUSCALOOSA	" Lv						7:38								3:13				7:23	
COLUMBUS, MISS.	(CST) Ar						8:02								3:37				7:47	
COLUMBUS, MISS.	(CST) Lv						8:06								3:41				7:51	
TUPELO	Lv						8:36								4:11				8:21	
MEMPHIS	(CST) Ar						9:15								4:50				9:00	
MEMPHIS	(CST) Lv	EXCPT SUN	7:15																6:20	
GREENVILLE, MISS.	" Lv	EXCPT SUN	8:26																7:17	
MONROE	" Lv	TO VICKSBURG & JACKSON																		
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

* Via Flight 434 From Mobile

SHADED AREAS INDICATE P.M. TIMES.

TRAVEL SERVICE

SOUTHERN STATES

SERVICE ANYWHERE



COACH Connections to:

WASHINGTON • CHICAGO
CLEVELAND and OTHER POINTS

and when you Fly Southern

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.

SOUTHERN TICKET OFFICES

<u>CITY</u>	<u>ADDRESS</u>	<u>PHONE</u>
ALBANY, GA.	Municipal Airport	Hemlock 5-5771
ATHENS, GA.	Municipal Airport	4487
ATLANTA, GA.	Piedmont Hotel	CA. 8403
	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
	Hotel Heidelberg	2-8889
JACKSON, MISS.	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
	Bates Field	7-3637
MOBILE, ALA.	Selman Field	3-4493
MONROE, LA.	Moultrie Municipal Airport	1140
MOULTRIE, GA.	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
	Travel Service, Colonial Hotel	211
THOMASVILLE, GA.	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

**SOUTHERN AIRWAYS, INC.
ATLANTA AIRPORT
ATLANTA, GEORGIA**

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