

FEBRUARY 15, 1952

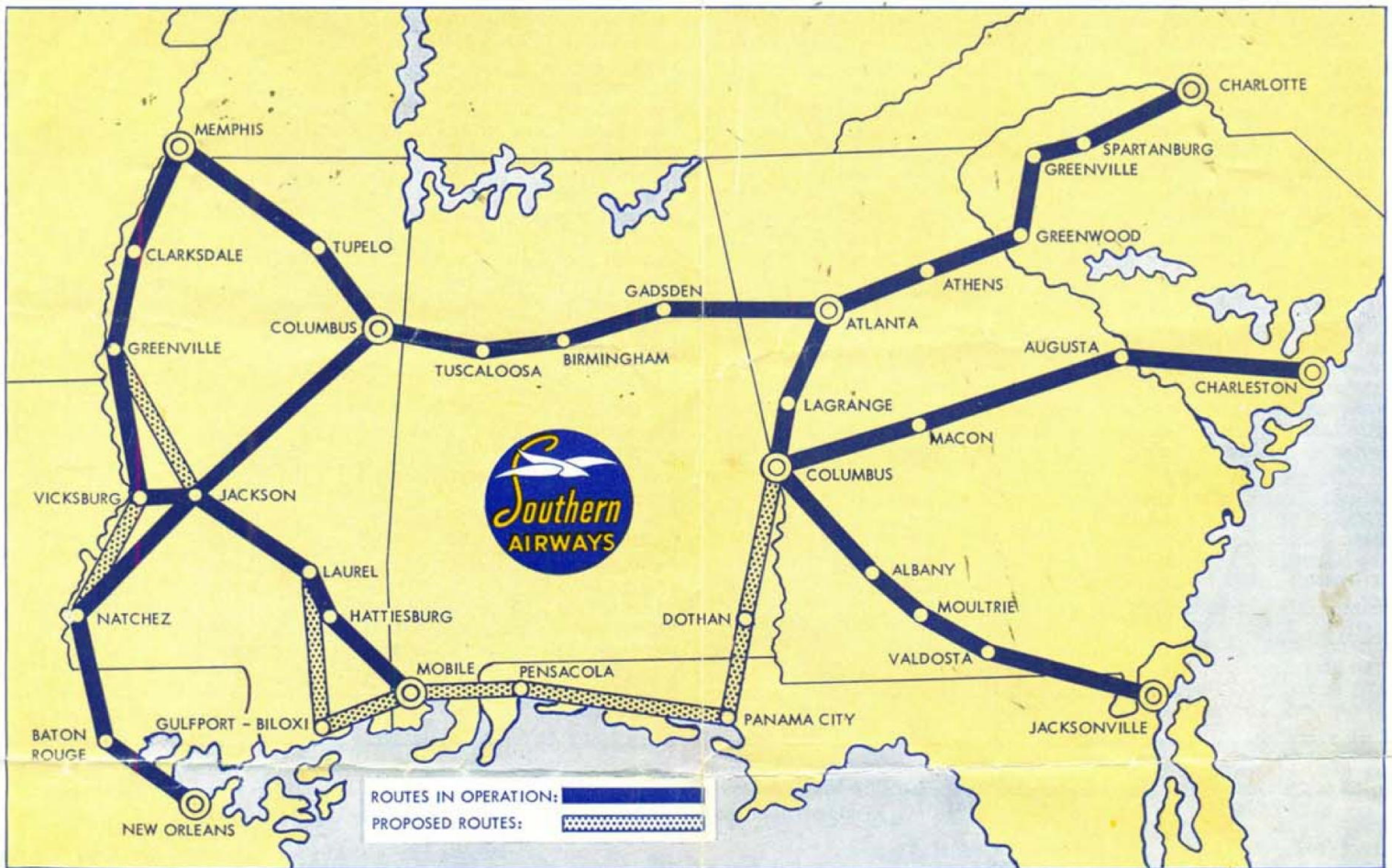
FLY
Southern

AIRWAYS



**DEPENDABLE
SCHEDULED
TRANSPORTATION**

One of the SCHEDULED AIRLINES of the U.S.



"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	AM	AM	PM	PM	PM	PM
GADSDEN.....(CST) Ar		7:40			3:00		6:15	
GADSDEN....." Lv		7:28			2:48		6:03	
BIRMINGHAM....." Ar		7:30			2:50		6:05	
BIRMINGHAM....." Lv		7:55			3:15		6:30	
TUSCALOOSA....." Ar		7:58			3:18		6:33	
TUSCALOOSA....." Lv		8:26			3:46		7:01	
TUSCALOOSA.....(CST) Ar		8:28			3:48		7:03	
COLUMBUS, MISS.....(CST) Ar		8:54			4:14		7:29	Connects Flight 108
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		8:00	
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		8:55	9:00
JACKSON.....(CST) Lv		10:55		12:55	9:10		9:20	
LAUREL....." Ar		11:31			9:46		↓	
LAUREL....." Lv		11:33			9:48		↓	
HATTIESBURG....." Ar		11:50			10:05		↓	
HATTIESBURG....." Lv		11:52			10:07		↓	
MOBILE.....(CST) Ar		12:27			10:42		↓	
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.

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

Read Down	Flight Number	102	402	542	104	544	106	456
NEW ORLEANS.....(CST) Lv		AM	AM	AM	PM	PM	PM	PM
BATON ROUGE....." Ar		8:00						4:20
BATON ROUGE....." Lv		8:31						4:51
NATCHEZ....." Ar		8:33						4:53
NATCHEZ.....(CST) Lv		9:08						5:28
MOBILE.....(CST) Lv		9:10						5:30
HATTIESBURG....." Ar			8:10			1:55		
HATTIESBURG....." Lv			8:45			2:30		
LAUREL....." Ar			8:47			2:32		
LAUREL....." Lv			9:04			2:49		
JACKSON.....(CST) Ar			9:06			2:51		
JACKSON.....(CST) Lv		9:46	9:40			3:25		6:06
JACKSON.....(CST) Lv			10:00			3:55		6:25
VICKSBURG....." Ar			10:24			4:19		6:39
VICKSBURG....." Lv			10:26			4:21		
GREENVILLE, MISS... " Ar			11:01			4:56		
GREENVILLE, MISS... " Lv			11:03			4:58		
CLARKSDALE....." s			↓			↓		
CLARKSDALE....." s			↓			↓		
MEMPHIS.....(CST) Ar			12:03			5:58		6:09
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					2:06		7:46	7:23
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.

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

cut to two minutes in the majority of instances. No long waiting at intermediate stations; you're on your way again for a speedy journey in a minimum of time on a Southern flight.

CHECK IN TIME: To aid Southern to give you "on-time" service, it is requested that you check in at the Airport Ticket Office at least 15 minutes before scheduled departure time. Reservations not claimed at least 10 minutes prior to flight time are subject to cancellation.

STOPOVERS: Stopovers are permitted at any scheduled stop, provided reservations have been made accordingly. Stopovers may be for any length of time within the validity limitations of the ticket.

UNIVERSAL AIR TRAVEL PLAN CARDS: Universal Air Travel Cards issued by any airline will gladly be honored at any Southern Airways Ticket Office.

SCHEDULES AND FARES: All schedules and fares shown herein are for information only, and are subject to change without notice. Schedules show times at which planes may be expected to arrive and depart, but Southern Airways will not be responsible for consequences arising from delays, errors in printing or other causes beyond its control.

TAXES: Taxes imposed by Governmental Authority are in addition to fares shown herein, and will be collected where applicable.

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. Check on the Plane-Auto plan with any Southern Airways Office.

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.

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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
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
HATTIESBURG, MISS.	Municipal Airport	3716
	Hotel Heidelberg	2-8889
JACKSON, MISS.	Hawkins Field	2-8889
	Imeson Airport	5-8108
JACKSONVILLE, FLA.	Callaway Airport	8614
LA GRANGE, GA.	Municipal Airport	3440
LAUREL, MISS.	Cochran Field	2-7761
MACON, GA.	Peabody Hotel	9-4596
	Municipal Airport	9-4596
MEMPHIS, TENN.	Bates Field	7-3637
MOBILE, ALA.	Spence Field	1140
MOULTRIE, GA.	Adams County Airport	6963
NATCHEZ, MISS.	Moisant Intl. Airport	Kenner, 4-2558
NEW ORLEANS, LA.	Memorial Airport	3-5532
SPARTANBURG, S. C.	Municipal Airport	255
TUPELO, MISS.	Van De Graff Airport	8-0251
TUSCALOOSA, ALA.	Municipal Airport	2851
VALDOSTA, GA.	Municipal Airport	550
VICKSBURG, MISS.	Municipal Airport	550

**GENERAL OFFICES—MUNICIPAL AIRPORT
BIRMINGHAM, ALABAMA**

**SALES OFFICES—MUNICIPAL AIRPORT
ATLANTA, GEORGIA**

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!

Southern

AIRWAYS



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