

ENJOY THE LAND OF

***Southern
Hospitality***



SOUTHERN AIRWAYS, INC.
ATLANTA AIRPORT, ATLANTA, GA.

THROUGH THE HEARTLAND OF THE SOUTH



The world of Southern Airways is the New South. It is a fast-changing world where airports tie together storied cities. Southern makes neighbors of Canal Street, New Orleans, and Peachtree Street, Atlanta. The Memphis businessman who boards a plane at his city's airport may be bound for the steel city of Birmingham, or the bustling Atlantic port of Jacksonville. The whirring textile spindles of Charlotte in the North Carolina Piedmont are only a few hours away from the push-button petro-chemical plants which line the banks of the Mississippi below Baton Rouge.

The New South which passes beneath the wings of your plane is shaping a bright future, but it is not unmindful of its past. Significantly, some of the great chemical plants along the Mississippi have restored the magnificent antebellum mansions of the plantations whose fields they have taken. New Orleans jealously guards its Vieux Carre, and new hotels built in the quarter must conform to its Creole heritage.

In this jet age, people still hire a hansom cab to clipclop through the cobblestone streets of old Charleston. King Cotton has yielded his throne to diversified agriculture in most of the South, but shady avenues still lead between rows of live oaks to columned mansions. Jacksonville, Atlanta, New Orleans, and Mobile all build tall skyscrapers of steel and glass, but their inhabitants have not forgotten old-fashioned hospitality. "Come back, y'all," is the parting invitation throughout the South. The mint julep has not gone out of fashion, Spanish moss still drapes the live oaks along the Gulf Coast, and statues still stand in the square of almost every county seat town; although at Huntsville, rocket scientists at the George C. Marshall Space Flight Center work to keep America ahead in the space race.

Once friars and helmeted soldiers strode the Old Spanish Trail along the Gulf Coast. Today, where the

trail ran west of Bay St. Louis, Mississippi, is the new National Aeronautics and Space Administration's Mississippi Test Facility where Saturn V moon rockets are tried out. Engineers, preparing the way for the great test stands, removed the old town of Gainesville where Andrew Jackson and his men camped on the way to the Battle of New Orleans. Artifacts dug from the site were stored for eventual display in a museum so that the future will not forget the past.

The world of Southern Airways reaches back to English cavaliers, who founded Charleston, and to James Oglethorpe, who laid out Savannah and built Frederica as a defense bastion against the Spanish in Florida. The Spanish also left their legacy to the South in St. Augustine, the oldest city in the United States, just south of Jacksonville. The French heritage is most pronounced in Mobile and New Orleans. The pageant of Southern history moved inland from the Atlantic and the Gulf as pioneers established quiet villages and great cities. It is a stirring story of battles and brave men, of fair ladies, and an evolving way of life.

Revolutionary and Civil War battlefields and pioneer trails are very much part of the South, but so are the art galleries, symphony orchestra, and the new big league baseball and professional football teams of Atlanta. Many of the college football teams of the South are numbered among the great almost every year, and the Gator Bowl in Jacksonville, the Sugar Bowl in New Orleans, and the Liberty Bowl in Memphis produce thrills galore for the sports fan.

The South has an exciting history, but it has an equally exciting present. The cotton factors and fashions of Memphis and the publishing houses of Nashville are as much a part of the South as the mansions of Natchez and the single houses of Charleston. The world of Southern Airways contains much of the nation's past and even more of its future.

WELCOME ABOARD!

Welcome to the land of Southern Hospitality and to Southern Airways. Our reputation is built around SOUTHERN HOSPITALITY SERVICE and the warm, friendly, courteous atmosphere that prevails throughout the southland. You'll enjoy the sincere desire among our personnel to make your flight a pleasant and warmly remembered one. We're glad to have you aboard, and we want to wish you

Many Happy Returns

Southern Airways enjoys a unique position among the Local Service Airlines. More of our customers make connections to or from other airlines. This means hundreds of flights daily to over 60 cities in the South assure you of getting to your final destination quickly and safely—and a rental car will be available there if you desire one. "Good Connections-All Directions" is our theme song at Southern and no matter where in the world you want to go

"WE'VE GOT GOOD CONNECTIONS"



MAY WE INTRODUCE YOUR FLIGHT CREW?

Many of Southern's Captains have been with the Company since the first flight in June, 1949. The average Captain has flown Southern's routes for 15 years, and a majority of them have logged over 15,000 hours in the air. There's a good possibility he came to us from the Armed Forces and many still participate in military reserve activities. He's a solid citizen in his community and takes an active part in civic affairs. In addition to passing extensive ground and flight examinations at Southern, he had to meet stiff Federal Aviation Agency requirements before he ever flew his first plane load of passengers. In addition, he goes back to school regularly to keep abreast of technical developments in flying technique and procedures.

Your Stewardess has been trained to make your flight a pleasant experience in SOUTHERN HOSPITALITY. This charming and poised young lady has completed an intensive training program covering a variety of subjects ranging from personalized passenger service to technical aircraft courses. Not only is she a gracious hostess, but also a well-trained and efficient member of your crew.

A young woman must be unmarried to qualify for Stewardess Training with Southern; age 19-26, height 5'2" to 5'7", weight 100 to 130 pounds, in proportion to height, and in good physical condition. She must be a high school graduate with some college education or business experience. If you know of an attractive, intelligent girl who is interested in a career in the air, and who meets our requirements, tell her to write to the Employment Supervisor, Southern Airways, Inc. Atlanta Airport, Atlanta, Georgia.

RADAR FOR COMFORT AND SAFETY

We want you to enjoy a smooth, comfortable flight aboard Southern, and that's why we have airborne radar.

The principal function of airborne weather radar is to detect and present weather situations as a weather map on a radar indicator. All of Southern's Martin Aristocrats are so equipped in order that your Captain may determine the smoothest path possible for your flight. The weather map shows the location of weather fronts in terms relative to the position of the aircraft and with this map as a guide, your flight can be navigated around turbulent areas, usually by detours of five miles or less from the planned flight path.

The radar system may also be used to provide a ground map which gives a visual display of cities, rivers, lakes, shorelines, mountains and other terrain conformation. This ground map serves as an invaluable navigational aid by effectively extending the vision of the pilot during all conditions which restrict visibility.

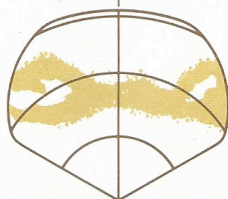
3
Aircraft is now at the center of minimum turbulence area, passing through clouds or light rain with open area ahead.



2
Aircraft is now approaching the "soft" spot of the storm system. Rain centers are 12 and 13 miles on each side.



1
Indicator shows plane is flying toward a weather front approximately 13 miles ahead. The aircraft's relative position is at the bottom center of the indicator with the nose of the aircraft pointing to the top of the instrument.





RECREATION TO ENJOY AND REMEMBER

Traveling businessmen with a few hours to spare, and families on vacation, alike, find recreation in the world of Southern Airways.

Many go to the Gulf Coast where lavish beach hotels and motels surround palm-lined swimming pools and marinas. Visitors stroll out jetties to cool off in Gulf breezes. They also climb into old-fashioned tree houses, called shoeflies, to chat in the evening. They dine in seafood restaurants where they eat mullet, known as Biloxi bacon, with their fingers, and then wash their hands at a huge sink beside the cash register at the door where soap and towels await them.

To other travelers, the sea means the Atlantic off Jacksonville where charter boats chug out into the Gulf Stream in pursuit of sea trout, tarpon, or sailfish, which will make a reel whine and snap a fisherman's line if he is not quick. Good salt water fishing also abounds along the Gulf Coast from Panama City to Gulfport, Biloxi. Some fishermen prefer fresh water angling in lowland rivers and streams and in the manmade lakes of the highlands. The world of Southern Airways offers a wide variety.

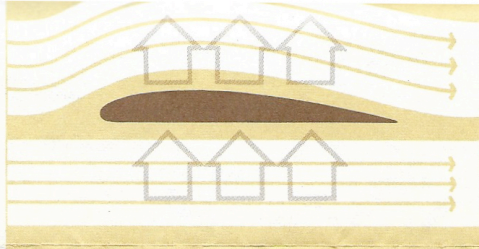
To some, the world of Southern Airways means the finest of turkey hunting in the flood lands between the levees and the Mississippi's restless waters. To others, it is pursuing European boar high in the Appalachians of eastern Tennessee. Others gun for dove, quail, or deer in the fields and woods all over the South.

A good time can take a family on a boat through the harbor of old Charleston to Fort Sumter, or on the "S. S. President" past the busy wharves of New Orleans, the second port of America. It can mean a visit to Andrew Jackson's Hermitage near Nashville, a sand bar picnic on the Mississippi River at Memphis, or touring the antebellum mansions of Natchez. Atlanta, home town of Bobby Jones, is a mecca for golfers, but great golf courses can be found in every Southern state.

A good time can mean a bowl of she-crab soup in Charleston, a gourmet dinner atop a skyscraper in Atlanta, or simply a cup of chicory coffee and a powdery doughnut at the all-night cafes in the French Market of New Orleans, where men and women in evening dress, fresh from the theater or a party, sit down next to stevedores from the nearby docks.

There are travel surprises in store in the world of Southern Airways. At Myrtle Beach, South Carolina, sun-and-fun activities spread out over the Grand Strand, an expanse of wave-swept sand 50 miles long. On Lake Sydney Lanier, near Atlanta, houseboats rendezvous for the annual house boat race. A prize goes to the captain and his crew who decorate their boat in the most fantastic way. One winning boat resembled a floating South Seas Island. At Stone Mountain, also near Atlanta, Swiss cable cars lift visitors up the side of the mountain past huge figures of Confederate leaders being carved in the rock, for sweeping views of the rolling Piedmont. A 19th century locomotive and cars take passengers for an adventurous ride around the mountain, which is complete with Indian attacks. Kids are urged to bring their cap guns so that they can help defend the train.

The South knows how to put on fancy dress and have a good time. When King Cotton comes ashore on the Memphis levee to rule the nation's cotton capital, fireworks, parades, and festivities break out all over the city. Mobile's Mardi Gras is gaiety and pageantry, but it is New Orleans which puts on a mask and celebrates Fat Tuesday with such Creole verve that it attracts visitors from all over the world.



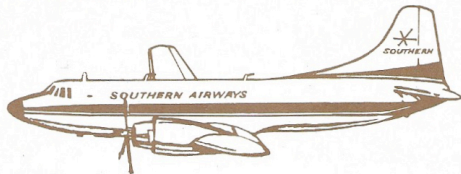
WHAT MAKES A PLANE FLY?

Many folks prefer not to become too inquisitive about scientific theories and the laws of physics and are content to accept things at face value. If you are one of the more curious, may we explain what an "airfoil" is.

The airfoil is the basic design shape of a wing. Its cross section is that of a thin teardrop. The top of the airfoil is curved more than the bottom, and consequently, air that passes over the top has to travel a longer distance than air going underneath. In relation to the wing itself, air traveling over the top must move at a faster rate and this faster speed produces a decrease in pressure on the top surface of the wing. The difference in air pressure above and below the wing creates the lift, and as the speed of the air increases and the air pressure becomes less on top of the wing and greater on the bottom pushing up, the airplane flies!

THE MARTIN 404

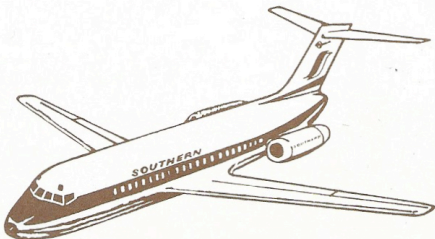
The Aristocrat, as we fondly call this airplane, is the backbone of our fleet today. The reliable Douglas DC-3 got us started and brought us a long way, but now we are retiring them. The Martin 404 Aristocrat accommodates 40 passengers in air-conditioned, pressurized comfort. Two Pratt and Whitney 2,400 horsepower engines provide the power to generate cruising speeds in the 250 m.p.h. range. During 1965, over 849,000 passengers flew more than 155,000,000 passenger miles enjoying Southern Hospitality Service. We are proud of the perfect safety record that has been achieved with our DC-3's and Martins.



THE DOUGLAS DC-9 FANJET

The jet age is coming soon to the routes of Southern Airways. The newest addition to the famous line of Douglas aircraft will be making an appearance in early 1967 and will bring a new experience in flight to many cities in the South for the very first time.

Southern's DC-9 FanJets will have a seating capacity for 75 passengers. Specifically designed to land and take off from shorter runways, the DC-9 will be winging over Southern's routes at approximately 550 m.p.h., providing even faster connections in all directions.





G U L F O F M E X I C O



*Fly with Us to MORE BUSINESS and MORE PLEASURE
there's MORE in the SOUTH*

SOUTHERN AIRWAYS, INC.

Southern Airways Routes with stopovers	National Parks
MOBILE Cities served by Southern Airways	State Boundaries
Terminal Airports	Railroads and railroad initials
Black Dot shows location of airport	Metropolitan Areas
Points of Interest	Other Cities and Towns
National Monuments	Major Highways

Scale of Miles: 0 25 50 75 100

**A NEW ERA OF TRAVEL
IS ON ORDER
FOR THE SOUTH**



**Douglas DC-9 FanJETS
will be streaking across
the busy routes of
Southern Airways soon.**