NEW AIRLINE STARTS TODAY IN LOUISIANA

Monroe, Alexandria, New Orleans, Baton Rouge
Linked by Line

Southern Airlines will inaugurate intrastate service in Louisiana today, with the initial passenger flight from Monroe to New Orleans via Alexandria and Baton Rouge.

Announcement of the start of operations was made yesterday by C. P. Cox, general traffic manager of Southern Bus Lines, Inc., of Shreveport. The airline is a division of the transportation company.

“We will be operating only in Louisiana with the airline,” Cox said. “It will be a round trip flight between Monroe and New Orleans each day, in a four-passenger airplane.”

Cox said that providing an airline service between Monroe and New Orleans was undertaken partly for the purpose of establishing a record of practical experience in airline operation, in order to strengthen its request for an extensive “feeder line” network in the South. These applications are now before the Civil Aeronautics Board.

“At present, there is neither federal nor state regulation over intrastate airline operations,” he explained. “We took advantage of the wide-open field to inaugurate a Monroe to New Orleans service through Baton Rouge and Alexandria.”

Limitations on extent of its service will be imposed by the federal regulations covering interstate air traffic, Cox explained.

Only one plane, a Cessna twin engine monoplane carrying a pilot and four passengers, is to be used in the Monroe-New Orleans service. “Eventually we will be able to utilize 10-passenger planes, if our feeder-line applications are approved,” Cox said.

The aircraft and its pilots will meet all federal requirements for transportation of passengers, Cox said. The plane is fully equipped for all-weather operations, and has full radio equipment.

G. A. (Buddy) Jones, well-known pilot and aircraft salesman in the South and Southwest, is Southern Airlines’ operations manager. He will share part of the duties of piloting during the early days of the service.

Cox said the schedule called for departure from Selman Field at Monroe at 8 a.m.; Alexandria Army Air Base at 8:50; Harding Field at Baton Rouge at 9:45; and arrival at New Orleans airport at 10:20. The return trip from New Orleans begins at 2 p.m., leaves Baton Rouge at 3:45, Alexandria at 4:40 and Monroe at 5:20. Ten-minute stops will be made at Baton Rouge and Alexandria.

The airline’s initial flight was scheduled for Tuesday morning, but was cancelled because of inclement weather.

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