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(THIS RELEASE WILL BE OF PARTICULAR  
INTEREST TO YOUR WOMENS' EDITOR)

SOUTHERN AIRWAYS STEWARDESSES TO WEAR

PARIS CREATIONS -- JOIN THE JET SET

PARIS, France Southern Airways, a regional airline serving the southeastern United States and headquartered in Atlanta, Ga., announced today in Paris that the company has selected Pierre Balmain to design a new costume for its 100 stewardesses.

Balmain, an internationally prominent couturier, has for many years been considered a leading world fashion figure.

In making the announcement today, Southern's chief stewardess, Miss Kay Davison, said: "Balmain has a continuing effect on the fashion world. The new costume will be excitingly bright and feminine (!) -- typical of Balmain, and in keeping with the new image being brought out by Southern's new jet fleet."

"While the lines of Southern's costume are "typically Balmain", it is being created especially for

(more)



(ADD ONE...SOUTHERN AIRWAYS)

our airline. We think it will be an interesting departure from the usual "uniform" worn by many airline stewardesses. The word "uniform" will no longer be used to describe our stewardess clothes. We think "ensemble" will be more appropriate in use and in thought," said Miss Davison.

"The new ensemble is both practical and pretty. Our stewardesses are becoming members of the "jet-set" and we want them to look and feel the part."

Miss Davison's reference to "jets" is Southern's commencement of FanJET service in June. The airline is acquiring a fleet of Douglas DC-9 FanJETS, capable of carrying 75 passengers at speeds exceeding 550 miles per hour.

Miss Davison did not divulge the design or color details. "April in Paris is an exciting time of year, and we will show this for the first time in Paris -- in April."

"We think our airline will become a leader in taste and color harmony -- this new creation will delight our passengers, and our girls LOVE IT!"

Since its organization in 1949, Southern has enjoyed a reputation as a "conservative airline", in both its views and promotions. The company has previously said the interiors of its new FanJET fleet will be tastefully colorful, and the selection of a Paris creation for its stewardess department is in keeping with other changes.

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(ADD TWO...SOUTHERN AIRWAYS)

Southern Airways presently serves sixty cities in ten states. The soon to be in service FanJETS will supplement the present 34 propeller aircraft.

This year the airline will fly over 1,200,000 passengers. Each day Southern's aircraft make over 300 departures throughout its 6,200 mile network.

Accompanying Miss Davison, and with her at the time this announcement was made, are Miss Marilyn Legg, Southern's stewardess instructor, and Miss Beverly Long, an Atlanta based stewardess who was selected as the model for the original creation.

Miss Long is making her second trip to Paris, this time for a fitting at the House of Balmain.

Miss Davison said the new ensemble will be completed on April 21, and shown publicly at that time. The new design will first be worn by the stewardess department in June.

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