

APRIL 27, 1947

Southwest Airways



Flight Schedules

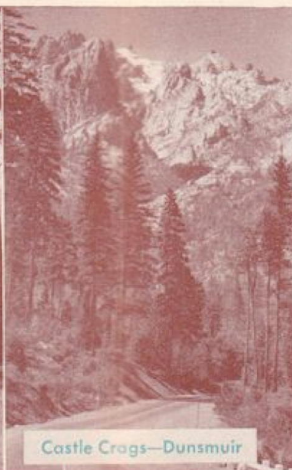


ONE OF AMERICA'S THIRTY GOVERNMENT AUTHORIZED AIRLINES

Southwest NEWS



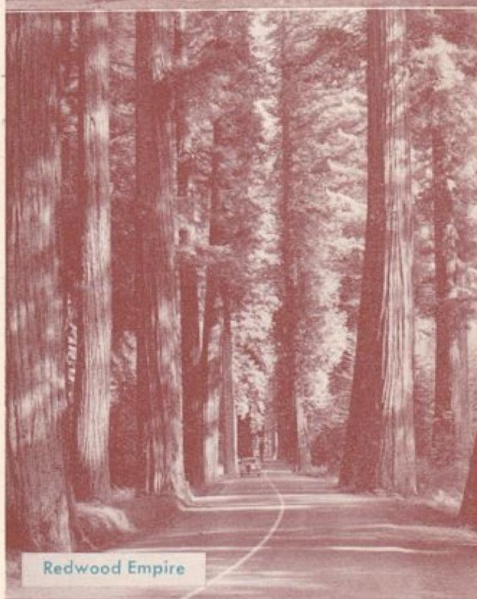
Mendocino Coast Line—Fort Bragg



Castle Crag—Dunsmuir



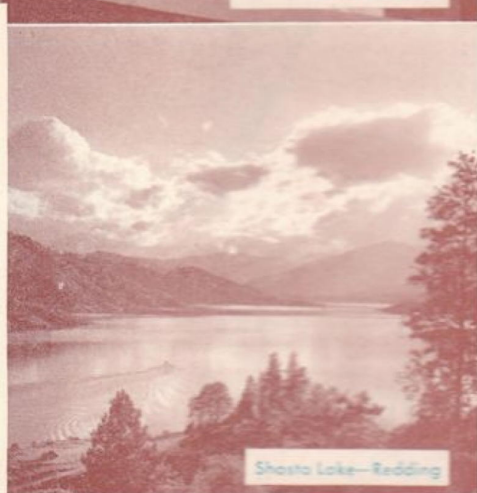
Mission Santa Barbara



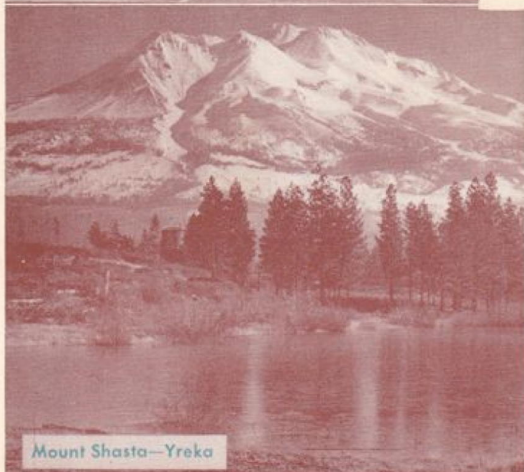
Redwood Empire

FOR EXTRA HOURS THERE, VACATION BY AIR!

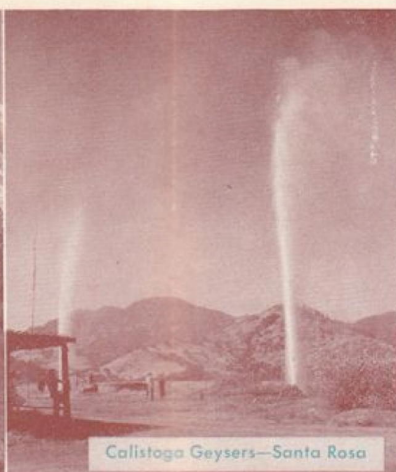
This year smart West Coast vacationists are planning their travel by air—for they've learned that Southwest Airways' fast, frequent service means *extra hours* added to all-too-short holidays . . . bonus time they'll spend *playing*, and not in tediously slow transportation. A glance at the route map will prove to you, too, that whatever your favorite vacation spot—lounging on California's famed beaches . . . among the inspiring sequoias of the Redwood Empire . . . visiting historic missions along the El Camino Real . . . or cool and comfortable high in the Shasta-Cascade Wonderland—there's a Southwest station just a few miles distant. Never before has it been so easy, so inexpensive, so much fun, to visit the West's most famous summer playgrounds. Southwest's swift DC-3's get you there in a matter of hours . . . at less than 5c per air line mile . . . and you arrive fresh, relaxed, ready to get the most out of every vacation day. Add extra hours to your vacation this year, aboard a Southwest airliner!



Shasta Lake—Redding



Mount Shasta—Yreka



Callistoga Geysers—Santa Rosa



Russian River—Ukiah

Photographs courtesy of Mission Trails Association, Redwood Empire Association and Shasta-Cascade Wonderland Association.



Southwest Airways



LOS ANGELES - SAN FRANCISCO - SACRAMENTO VALLEY - MEDFORD

NORTHBOUND — Down

SOUTHBOUND — Up

6	4	2	W 312	SOUTHERN DIVISION				1	3	5	T 36
4 30	1 30	8 30	10 00	Lv LOS ANGELES	Ar	12 44	3 53	8 18	11 15		
4 57	1 57	8 57		Lv OXNARD-VENTURA	Lv	12 18	3 27	7 52			
5 21	2 21	9 21		Lv SANTA BARBARA	Lv	11 54	3 03	7 28			
5 48	2 48	9 48		Lv SANTA MARIA	Lv	11 27	2 36	7 01			
6 11	3 11	10 11		Lv SAN LUIS OBISPO	Lv	11 08	2 17	6 42			
7 09	3 45	10 45		Lv COALINGA	Lv	10 34	1 43	6 08			
7 26	4 27	11 27		Lv MONTEREY	Lv	9 47	12 56	5 21			
7 55	4 44	11 44		Lv SANTA CRUZ-WATSONVILLE	Lv	9 30	12 39	5 04			
	5 07	12 07		Lv SAN JOSE (MOFFETT FIELD)	Lv		12 17	4 42			
	5 22	12 22	12 25	Ar SAN FRANCISCO	Lv	9 00	12 00	4 25			9 30
	26	24	22	SACRAMENTO VALLEY DIVISION					21	23	25
	5 40	12 50	8 15	Lv SAN FRANCISCO	Ar		10 30	4 13			8 43
	5 53	1 03	8 28	Lv OAKLAND	Lv		10 18	4 01			8 31
	6 14	1 24	8 49	Lv VALLEJO-NAPA	Lv		9 56	3 39			8 09
	6 40	1 50	9 15	Lv SACRAMENTO	Lv		9 30	3 13			7 43
	7 04	2 14	9 39	Lv MARYSVILLE-YUBA CITY	Lv		9 06	2 49			7 19
	7 32	2 42	10 07	Lv CHICO	Lv		8 38	2 21			6 51
	7 52	3 02	10 27	Lv RED BLUFF	Lv		8 17	2 00			6 30
	8 08	3 24	10 49	Lv REDDING	Lv		8 00	1 43			6 13
				Lv DUNSMUIR(X)	Lv						
		4 09	11 34	Lv YREKA	Lv			12 57			5 27
		4 33	11 58	Ar MEDFORD	Lv			12 30			5 00
		34	32	NORTHERN COAST DIVISION						31	33
		1 20	8 35	Lv SAN FRANCISCO	Ar			3 38			6 30
		1 33		Lv OAKLAND	Lv			3 26			5 58
		2 00	9 09	Lv SANTA ROSA	Lv			3 00			5 31
		2 27	9 36	Lv UKIAH	Lv			2 33			5 10
		2 49	9 58	Lv FORT BRAGG	Lv			2 12			4 15
		3 41	10 56	Lv EUREKA	Lv			1 17			
			11 49	Ar MEDFORD	Lv			12 20			

AM—Light face type. PM—Bold race type. All times are Pacific Standard. X—Service temporarily delayed. All Flights Operate Daily.
W 312—Western Air Lines Flight 312. T 36—TWA Constellation Flight 36

ONE-WAY FARES

All fares subject to 15% Federal Transportation Tax

April 1, 1947	Chico	Coalinga	Eureka-Arcata	Fort Bragg	Los Angeles	Marysville	Medford (†)	Monterey	Oxnard-Ventura	Red Bluff	Redding	Sacramento	San Francisco-Oakland(*)	San Jose	San Luis Obispo	Santa Barbara	Santa Cruz-Watsonville	Santa Maria	Santa Rosa	Ukiah	Vallejo-Napa	Yreka	
Fares Subject to Change Without Notice.	14.75				22.90	2.65	9.75	10.20	21.85	2.50	3.45	4.75	6.20	8.05	16.95	19.80	9.30	18.30			6.20	7.45	
Chico		14.75																					
Coalinga	14.75		20.75	16.00	10.40	14.10	22.65	4.55	8.10	15.40	17.15	12.00	8.55	7.20	3.35	6.05	5.95	3.55	11.90	14.40	10.50	21.15	
Eureka-Arcata		20.75		5.55	28.90		6.70	16.20	27.85				12.25	14.10	22.95	25.80	15.35	24.30	9.65	7.15			
Fort Bragg		16.00	5.55		24.15		12.25	11.45	23.10				7.45	9.30	18.20	21.05	10.55	19.55	4.10	2.50			
Los Angeles	22.90	10.40	28.90	24.15		22.25	30.80	13.15	2.50	23.55	25.30	20.15	16.70	15.00	8.20	4.35	14.00	6.85	20.05	22.55	18.65	29.30	
Marysville		2.65	14.10			22.25		12.40	9.55	21.20	4.35	6.10	2.50	5.55	7.40	16.30	19.10	8.65	17.65		4.60	10.10	
Medford (†)		9.75	22.65	6.70	12.25	30.80	12.40		18.10	23.80	6.05	6.45	14.15	14.15	16.00	24.85	17.25	26.20	14.15	13.85	14.15	2.50	
Monterey	10.20	4.55	16.20	11.45	13.15	9.55	18.10		11.70	10.85	12.60	7.45	4.00	2.65	6.75	9.65	2.50	8.10	7.35	9.85	5.95	16.60	
Oxnard-Ventura	21.85	8.10	27.85	23.10	2.50	21.20	29.80	11.70		22.50	24.25	19.10	15.65	14.35	5.90	2.50	13.10	4.55	19.00	21.50	17.60	28.25	
Red Bluff		2.50	15.40		23.55	4.35	8.05	10.85	22.50		2.50	6.85	6.85	8.70	17.60	20.45	9.95	18.95			6.85	5.75	
Redding		3.45	17.15		25.30	6.10	6.45	12.60	24.25	2.50		7.90	8.60	10.45	19.35	22.20	11.70	20.70			8.60	4.00	
Sacramento		4.75	12.00		20.15	2.50	14.15	7.45	19.15	6.85	7.90		3.45	5.30	14.20	17.00	6.55	15.55			2.50	11.90	
San Francisco-Oakland(*)	6.20	8.55	12.25	7.45	16.70	5.55	14.15	4.00	15.65	6.85	8.60	3.45		2.50	10.75	13.60	3.10	12.10	3.35	5.85	2.50	12.60	
San Jose		8.05	7.20	14.10	9.30	15.00	7.40	16.00	2.65	14.35	8.70	10.45	5.30	2.50		9.40	12.30	2.50	10.75	5.20	7.70	3.80	14.45
San Luis Obispo	16.95	3.35	22.95	18.20	8.20	16.30	24.85	6.75	5.90	17.60	19.35	14.20	10.75	9.40		3.85	8.15	2.50	14.10	16.60	12.70	23.35	
Santa Barbara	19.80	6.05	25.80	21.05	4.35	19.10	27.75	9.65	2.50	20.45	22.20	17.00	13.60	12.30	3.85		11.05	2.50	16.95	19.45	15.55	26.20	
Santa Cruz-Watsonville	9.30	5.95	15.35	10.55	14.00	8.65	17.25	2.50	13.10	9.95	11.70	6.55	3.10	2.50	8.15	11.05		9.50	6.45	8.95	5.05	15.70	
Santa Maria	18.30	3.55	24.30	19.55	6.85	17.65	26.20	8.10	4.55	18.95	20.70	15.55	12.10	10.75	2.50	2.50	9.50		15.45	17.95	14.05	24.70	
Santa Rosa		11.90	9.65	4.10	20.05		14.15	7.35	19.00				3.35	5.20	14.10	16.95	6.45	15.45		2.50			
Ukiah		14.40	7.15	2.50	22.55		13.85	9.85	21.50				5.85	7.70	16.60	19.45	8.95	17.95	2.50				
Vallejo-Napa		6.20	10.50		18.65	4.60	14.15	5.95	17.60	6.85	8.60	2.50	2.50	3.80	12.70	15.55	5.05	14.05				12.60	
Yreka		7.45	21.15		29.30	10.10	2.50	16.60	28.25	5.75	4.00	11.90	12.60	14.45	23.35	26.20	15.70	24.70					

Fares apply from airport to airport via SWA direct routing unless indicated otherwise.
(†) Between Medford and points south of and including San Francisco-Oakland, fares apply SWA via Sacramento or Santa Rosa. (*) San Francisco to Oakland fare \$2.50.



U.S. Certificated
Air Mail Route 76

The Routes of Southwest Airways

THE ROUTES OF SOUTHWEST AIRWAYS have been appropriately called the nation's most scenic airline system. Flying along at moderately low altitudes, mile after mile of natural beauty unfolds beneath you—the ever-changing coastline from Los Angeles to San Francisco, colorful orchards in the Sacramento Valley, the towering splendor of the Shasta-Cascade Wonderland, the world's tallest trees in the evergreen Redwood Empire. For a glimpse of just a few of these picturesque vacation playgrounds, your attention is invited to the back cover of this time table.



PUT WINGS ON YOUR LETTER FOR A NICKEL

✓ FIRST READ

✓ FIRST ANSWERED

AIR MAIL NOW 5¢

GENERAL INFORMATION

CONNECTIONS BY AIR TO ANYWHERE are yours at the nearest Southwest ticket office or local travel agent. Reservations are made and through tickets sold to any city in the United States served by another government-authorized, scheduled air carrier. Universal Air Travel cards gladly accepted. TRIP INSURANCE IS AVAILABLE at all airline offices at new low rates.

RESERVATIONS

RESERVATIONS MUST BE MADE in advance, as all seats are reserved. When reservation requests are confirmed, tickets must be purchased a reasonable time in advance of flight departure. Passengers are requested to be at airport 15 minutes before departure time.

STOPOVERS

STOPOVERS ARE PERMITTED at any regularly scheduled stop, but passenger assumes responsibility of making necessary subsequent reservations.

BAGGAGE

40 POUNDS OF PERSONAL BAGGAGE will be carried free on each ticket. Baggage in excess of 40 pounds may be carried at published excess rates.

SPORTS EQUIPMENT

VISIBLE SPORTS EQUIPMENT not exceeding 10 pounds in weight will be carried free in addition to the regular 40-pound personal baggage allowance.

AIR EXPRESS

ALL FLIGHTS CARRY AIR EXPRESS. Special door-to-door pick up and delivery service is provided by the Air Express Division of the Railway Express Agency, Inc., at no extra charge.

SCHEDULES

SCHEDULES SHOW THE TIME at which planes may be expected to arrive at, or depart from stations, and to connect with other planes, but the company will not be responsible for consequences arising from delays or from errors in the printed schedule. The time shown is subject to change without notice.

CHILDREN'S FARES

ONE CHILD UNDER TWO years of age, not occupying a seat, will be carried free with each accompanying passenger 12 years of age or over. Children two years of age and under 12 years of age will be charged one-half of applicable one way adult fare, or \$2.50, whichever is greater.

LIMOUSINE SERVICE

WHEREVER YOU GO ON SOUTHWEST, you can depend upon low-cost limousine or taxi service to meet your flight. There's a convenient, centrally-located, downtown departure point in every city for outbound passengers, plus ground service schedules that reduce airport waiting time to just a few moments.

RESERVATIONS — INFORMATION

CITY	PHONE	TICKET OFFICES
Arcata, Calif.	Arcata 526	Humboldt County Airport
Berkeley, Calif.	LOckhaven 8-3422	Oakland Municipal Airport
Beverly Hills, Calif.	ORegon 8-2500	Los Angeles Municipal Airport
Burbank, Calif.	ZEnith 4747	Los Angeles Municipal Airport
Chico, Calif.	166	Chico Municipal Airport
Coalinga, Calif.	279	Coalinga Municipal Airport
Eureka, Calif.	Arcata 526	Humboldt County Airport
Fort Bragg, Calif.	Mendocino 83	Mendocino County Airport
Glendale, Calif.	ZEnith 4747	Los Angeles Municipal Airport
Inglewood, Calif.	ORchard 7-4843	Los Angeles Municipal Airport
Los Angeles, Calif.	ORegon 8-2500	Los Angeles Municipal Airport
Marysville, Calif.	2530	Yuba County Airport
Medford, Ore.	Medford 5851	Medford Municipal Airport
Monterey, Calif.	8503	Monterey Peninsula Dist. Airport
Mountain View, Calif.	Mt. View 3518	Moffett Field
Napa, Calif.	Napa 61	Napa County Airport
No. Hollywood, Calif.	ZEnith 4747	Los Angeles Municipal Airport
Oakland, Calif.	LOckhaven 8-3422	Oakland Municipal Airport
Oxnard, Calif.	62263	Ventura County Airport
Palo Alto, Calif.	Mt. View 3518	Moffett Field
Red Bluff, Calif.	110-Y	Red Bluff Municipal Airport
Redding, Calif.	1682	Redding Municipal Airport
Sacramento, Calif.	6-8733	Sacramento Municipal Airport
San Francisco, Calif.	JUniper 5-6386	400 Post Street
San Jose, Calif.	Enterprise 1-0222	Moffett Field
San Luis Obispo, Calif.	2254	San Luis Obispo County Airport
Santa Barbara, Calif.	8-2021	Santa Barbara Mun. Airport
Santa Clara, Calif.	Mt. View 3518	Moffett Field
Santa Cruz, Calif.	Enterprise 1-0261	Watsonville Municipal Airport
Santa Maria, Calif.	1450	Santa Maria Army Air Base
Santa Rosa, Calif.	4200	Sonoma County Airport
So. San Francisco, Calif.	3790	Mills Field
Sunnyvale, Calif.	Mt. View 3518	Moffett Field
Ukiah, Calif.	1184	Ukiah Municipal Airport
Vallejo, Calif.	Napa 61	Napa County Airport
Van Nuys, Calif.	ZEnith 4747	Los Angeles Municipal Airport
Ventura, Calif.	ZEnith 4050	Ventura County Airport
Watsonville, Calif.	2600	Watsonville Municipal Airport
Yreka, Calif.	Montague 64Y3	Siskiyou County Airport

GENERAL OFFICES
SOUTHWEST AIRWAYS CO.
 1414 WESTWOOD BLVD. LOS ANGELES 24, CAL.
 ARIZONA 9-7791