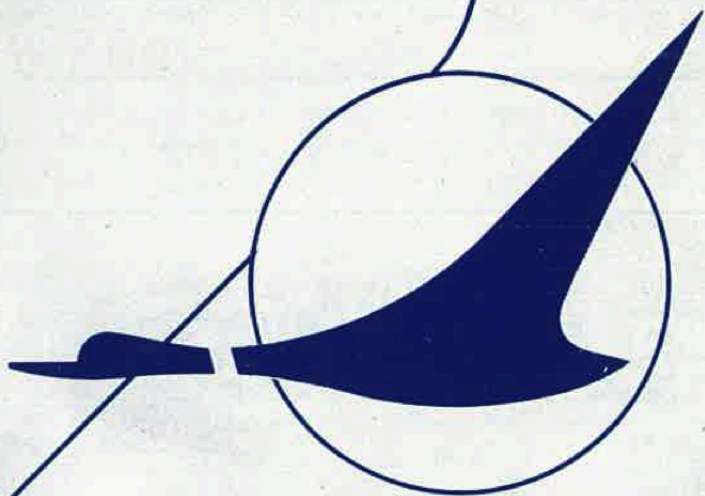


# WISCONSIN CENTRAL

## AIRLINES

FLIGHT SCHEDULE

**NOW SERVING  
BELOIT-JANESVILLE  
LAND O'LAKES  
ESCANABA**



Effective June 1, 1950



## INTERESTING BRIEF FACTS ABOUT WISCONSIN CENTRAL AIRLINES

Inaugurated scheduled airline operations on February 24, 1948 — mail, passengers and cargo.



Maintains staff of 207 employees — 81% veterans of World War II — 162 employees with special aeronautical licenses — a highly skilled aeronautical organization in case of national emergency.



Achieved one of the lowest airline operating costs in the industry in second year of operation — 82¢ per plane mile in 1949 as compared to average of feeder airline industry of 92¢ per plane mile.



Conducted a \$1,395,965.92 business at a profit in 1949, in second year of operation.



Carried 32,630 passengers in 1949, a 186% increase over number of passengers carried in 1948. 46% of this total were connecting passengers to and from other airlines. (Passenger traffic first 3 months of 1950 exceeds first 5 months of 1949).



Carried 20,594 ton-miles of air mail and air parcel post in 1949. 78% increase over 1948. (First 3 months of 1950, 96% ahead of first 3 months of 1949).



Carried 22,303 ton-miles of air express in 1949 — 60% increase over 1948. (First 3 months of 1950, 132% ahead of first 3 months of last year).



Serving 26 cities through 20 airports in Wisconsin, Minnesota, Illinois and Upper Michigan — cities served have a total population of 6,750,000. Operates 1,362 miles of route with scheduled operation of 5,970 plane miles per day — 180,000 plane miles per month.



Owens and operates the most extensive private airway (navigational aid) in this country. Built at cost of \$150,000 — permits instrument (bad weather) operation to every air-

port on its system. Airway is 1,699 miles long, greater than the distance from New York to Denver.



First airline in this country to operate exclusively on new (Very High Frequency) static-free radio communications system.



Owens and operates 10 weather stations — U. S. Weather Bureau approved — aeronautical weather available at any Wisconsin Central station as a public service. Weather observations turned over to U. S. Weather Bureau — makes for more accurate forecasting of benefit to agriculture, shipping, etc.



Serves 15 cities exclusively (only airline serving these cities) which have invested in excess of \$6,000,000 to provide airports. Airports keep open year round — weather stations and navigation aids at each airport — 12 with night lighting — immediately available to military aircraft in case of national emergency.



Awarded the Aviation Safety Award for 1948 and 1949 by the National Safety Council — has flown 3,000,000 plane miles and carried more than 50,000 passengers over 8,500,000 passenger miles with a perfect record of safety.



Future — applications being considered by Civil Aeronautics Board to add 2,518 additional miles of routes — would triple size of operation. Plan to convert to larger DC-3 equipment this summer to accommodate constantly increasing traffic.



# WISCONSIN CENTRAL AIRLINES, INC.

OFFICES: MUNICIPAL AIRPORT, MADISON, WISCONSIN

## ROUTE OF THE NORTHLINERS

SOUTHBOUND—Read Down										ALL FLIGHTS DAILY										NORTHBOUND—Read Up									
Flight 12	Flight 10	Flight 24	Flight 14	Flight 8	Flight 22	Flight 6	Flight 4	Flight 2		(CST)	(CST)	Flight 1	Flight 5	Flight 3	Flight 23	Flight 15	Flight 7	Flight 9	Flight 11	Flight 25									
6:45	3:00			9:45						lv. Hibbing-Chisholm	ar. Brainerd	9:30	6:30	2:28															
7:31				10:31						lv. Brainerd	ar. St. Cloud	8:44	5:44																
7:35				10:35						lv. St. Cloud	ar. Minneapolis-St. Paul	8:40	5:40																
8:04				11:04						lv. Minneapolis-St. Paul	ar. Eau Claire	8:11	5:11																
8:08				11:08						lv. Eau Claire	ar. Duluth-Superior	8:07	5:07																
8:45				11:45						lv. Duluth-Superior	ar. Ironwood	7:30	4:30																
	3:27			1:11						lv. Ironwood	ar. Land O'Lakes			2:01															
	3:31			1:15						lv. Land O'Lakes	ar. Rhineland			1:57															
	4:17									lv. Rhineland	ar. Wausau			1:09															
	4:21									lv. Wausau	ar. Stevens Pt.-Wis. Rapids			1:05															
	4:49									lv. Stevens Pt.-Wis. Rapids	ar. Madison			12:37															
	4:53									lv. Madison	ar. Clintonville			12:33															
	5:17									lv. Clintonville	ar. Houghton-Hancock			12:09															
	5:21									lv. Houghton-Hancock	ar. Marquette			12:05															
	5:49									lv. Marquette	ar. Iron Mt.-Kingsford			10:47															
	5:53									lv. Iron Mt.-Kingsford	ar. Escanaba			10:43															
	6:11									lv. Escanaba	ar. Menominee-Marquette			10:25															
	6:25									lv. Menominee-Marquette	ar. Green Bay			10:09															
	7:12									lv. Green Bay	ar. Oshkosh			11:02															
	7:25									lv. Oshkosh	ar. Milwaukee			10:15															
										lv. Milwaukee	ar. Beloit-Janesville			9:45															
										lv. Beloit-Janesville	ar. Chicago			9:41															
										lv. Chicago	ar. Chicago			9:34															
										lv. Chicago	ar. Chicago			8:45															

AM—Light Face Type. PM—Bold Face Type. CST—Central Standard Time. \*Eastern Standard Time.

### ONE WAY FARES

	Beloit-Janesville	Brainerd	Chicago	Clintonville	Duluth-Superior	Eau Claire	Escanaba	Green Bay	Hibbing-Chisholm	Houghton-Hancock	Iron Mt.-Kingsford	Ironwood	Land O'Lakes	Madison	Marquette	Menominee-Marquette	Milwaukee	Minneapolis-St. Paul	Oshkosh	Rhineland	St. Cloud	Stevens Pt.-Wis. Rapids	
Beloit-Janesville	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Brainerd	\$23.35	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Chicago	5.25	\$26.65	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Clintonville	10.65	21.65	\$14.00	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Duluth-Superior	22.20	8.55	25.50	\$16.25	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Eau Claire	12.70	12.20	17.20	9.45	\$17.80	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Escanaba	18.50	.....	18.15	7.85	.....	\$17.30	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Green Bay	12.50	23.50	12.15	1.85	18.10	11.30	\$ 6.00	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Hibbing-Chisholm	25.15	5.60	28.45	19.20	2.95	16.50	.....	\$21.05	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Houghton-Hancock	29.10	.....	28.75	18.45	.....	27.90	10.60	16.60	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Iron Mt.-Kingsford	21.50	.....	21.15	10.85	.....	20.30	3.00	9.00	.....	\$ 7.60	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ironwood	17.10	14.55	22.20	11.15	6.00	12.70	.....	13.00	8.95	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Land O'Lakes	15.20	17.60	20.30	9.25	9.05	10.80	.....	11.10	12.00	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Madison	2.40	20.95	7.50	8.25	10.80	10.30	16.10	10.10	22.75	26.70	19.10	14.70	\$12.80	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Marquette	24.50	.....	24.15	13.85	.....	23.30	6.00	12.00	.....	4.60	3.00	.....	.....	\$22.10	.....	.....	.....	.....	.....	.....	.....	.....	.....
Menominee-Marquette	15.50	.....	15.15	4.85	.....	14.30	3.00	3.00	.....	13.60	6.00	16.00	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Milwaukee	6.80	23.60	4.95	0.05	22.45	13.70	13.20	7.20	25.40	23.80	16.20	19.10	17.20	4.40	19.20	\$10.20	.....	.....	.....	.....	.....	.....	.....
Minneapolis-St. Paul	16.25	7.10	19.55	14.55	14.35	5.25	22.40	16.40	11.40	33.00	25.40	17.80	15.90	13.85	28.40	19.40	\$16.50	.....	.....	.....	.....	.....	.....
Oshkosh	11.60	23.60	9.75	4.25	20.50	13.70	8.40	2.40	23.45	19.00	11.40	15.40	13.50	9.20	14.40	5.40	4.80	\$16.50	.....	.....	.....	.....	.....
Rhineland	12.90	17.85	18.00	6.95	9.30	8.50	14.80	8.80	12.25	.....	17.80	4.20	2.30	10.50	20.80	11.80	14.90	13.60	\$11.20	.....	.....	.....	.....
St. Cloud	20.25	3.10	23.55	18.55	11.65	9.10	26.40	20.40	8.70	37.00	29.40	17.65	19.90	17.85	32.40	23.40	20.50	4.00	20.50	17.60	.....	.....	.....
Stevens Pt.-Wis. Rapids	8.30	19.30	13.40	2.35	13.90	7.10	10.20	4.20	16.85	20.80	13.20	8.80	6.90	5.90	16.20	7.20	10.30	12.20	6.60	4.60	\$16.20	.....	.....
Wausau	9.90	17.70	15.00	3.95	12.30	5.50	11.80	5.80	15.5	22.40	14.80	7.20	5.30	7.50	17.80	8.80	11.90	10.60	8.20	3.00	14.60	1.60	.....

**BUY ROUND TRIP  
SAVE 10%  
ON RETURN TRIP**

Children 2 to 12 — half fare. All fares subject to 15% Federal Tax. Family Plan Fare — Monday, Tuesday, Wednesday.



### PASSENGERS AIR MAIL AIR EXPRESS

Wisconsin Central provides daily, round trip passenger service to all points on the route indicated above. Air mail service at the 6c rate is provided to all cities on the Wisconsin Central System and through connecting air service to all parts of the nation; air express service between cities on the route and through connecting airlines to all parts of the country.



### EQUIPMENT

Lockheed Electra twin engine transports are operated on all flights. These planes are especially adapted for regional type air service and have been proven on a number of airlines. The flight system provides daily round trip service to all points on the Wisconsin Central route.

### RESERVATIONS

Reservations may be made at your local Wisconsin Central ticket office or through your travel agent. A complete list of Wisconsin Central terminals is included on the back of this folder for your information.

### INTERLINE TICKETING

Wisconsin Central agents are prepared to confirm reservations and issue tickets on any city in this country or abroad served by a U. S. certificated airline.

### AIR TRAVEL CARDS

As a member of the Air Traffic Conference of America, Wisconsin Central Airlines accepts Universal Air Travel Script Cards. Trip insurance may be purchased at all offices of the Airline.

### CONNECTIONS

Wisconsin Central Airlines is a feeder airline and makes convenient connections with most of the trunk airlines. In effect this gives you a through air service to any destination served by a scheduled airline.



## PASSENGER INFORMATION

- **RESERVATIONS** must be made in advance. Passengers must present themselves at the airport office of Wisconsin Central Airlines at least ten minutes prior to plane departure time.
- **CANCELLATIONS:** Wisconsin Central reserves the right to cancel any booking before passage begins or enroute whenever such action is deemed advisable or necessary. In all events the passenger's sole recourse shall be the recovery of that portion of the fare equal to the distance untraveled.
- **BAGGAGE ALLOWANCE:** Forty pounds of baggage, including brief case and hand luggage, will be carried free on any ticket. Charge for excess baggage, up to fifty pounds, is  $\frac{1}{2}$  of 1 percent of the one way fare per pound, with a minimum charge of 25 cents.
- **CHILDREN'S FARES:** A child under two years of age will be carried free if held on lap. Children two years of age and under twelve will be charged one-half the applicable adult fare. Children under eight must be accompanied by an adult passenger.
- **SCHEDULES** show the time at which planes may be expected to arrive at, or depart from stations, but the Company will not be responsible for consequences arising from delays or from errors in the printed schedule. Schedules and fares shown are subject to change without notice.
- **STOPOVERS:** Within the time limit of the ticket, stopover will be permitted at any scheduled stop provided prior arrangements have been made. Passenger assumes responsibility of making necessary subsequent reservations.
- **CAB SERVICE:** For the convenience of passengers, Wisconsin Central will be glad to arrange taxi or bus transportation if notice is given ticket agent before departure of plane.

## RESERVATIONS

CITY	AIRPORT	PHONE
Beloit, Wis.	Rock County	Enterprise 2000
Brainerd, Minn.	Brainerd-Crow Wing	5531
Chicago, Ill.	Municipal	Portsmouth 7-8800
Chicago, Ill.	City Ticket Office	Dearborn 2-2060
Chisholm, Minn.	Hibbing Municipal	Hibbing 1250-W
Clintonville, Wis.	Municipal	210
Duluth, Minn.	Williamson-Johnson	Melrose 3000
Eau Claire, Wis.	Municipal	4633
Escanaba, Mich.	Municipal	30
Green Bay, Wis.	Austin Straubel	Howard 5450
Hancock, Mich.	Houghton County	Houghton 63
Hibbing, Minn.	Municipal	1250-W
Houghton, Mich.	Houghton County	63
Iron Mt., Mich.	Ford	2575
Ironwood, Mich.	Gogebic County	741
Janesville, Wis.	Rock County	5293
Land O'Lakes, Wis.	King's Gateway	2641
Madison, Wis.	Municipal	4-5544
Marquette, Wis.	Menominee County	Menominee 6677
Marquette, Mich.	K. I. Sawyer	Sawyer 2
Menominee, Mich.	Menominee County	6677
Milwaukee, Wis.	Gen. Mitchell	Humboldt 3-5100
Minneapolis, Minn.	Wold-Chamberlain	Parker 6691
Oshkosh, Wis.	Winnebago County	Stanley 5
Rhineland, Wis.	Municipal	98
St. Cloud, Minn.	Whitney Memorial	4580
St. Paul, Minn.	Wold-Chamberlain	Midway 2293
Stevens Point, Wis.	Municipal	2510
Superior, Wis.	Williamson-Johnson	Melrose 3000
Wausau, Wis.	Alexander	4550
Wis. Rapids, Wis.	Stevens Pt. Municipal	Stevens Pt. 2510