

Southwest Airways



LEGEND



Service by Southwest Airways between Los Angeles and Phoenix pending C.A.B. action.

Air Travel "Family Style"

IS OUR BUSINESS



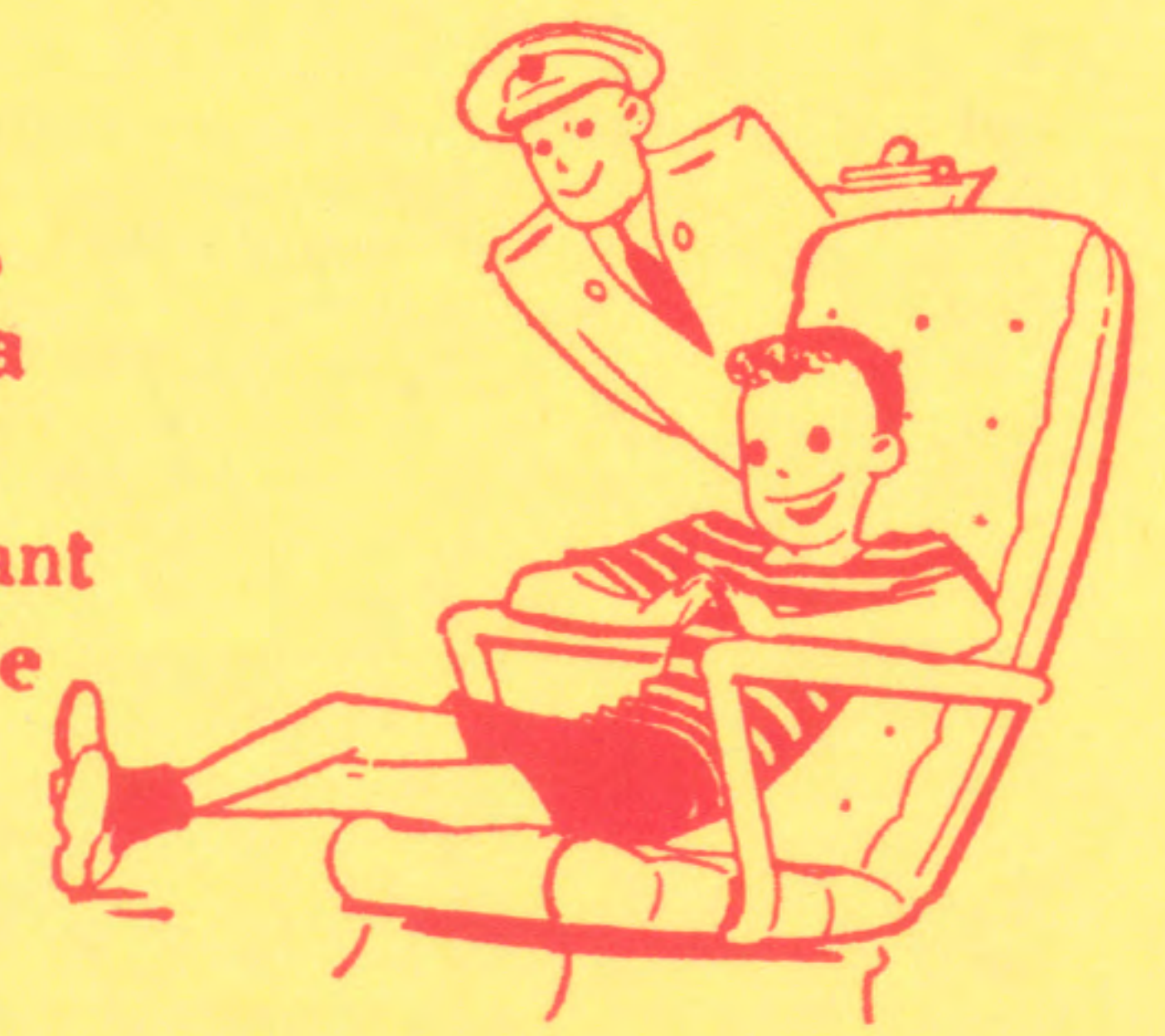
Off for a holiday with the family... Fly Southwest!
We serve all the favorite California play-spots... **Save 50%** on "Family Plan Fares" (Monday through Wednesday)

Dad is a regular customer—makes all his business trips by Southwest! "Joint Fares" with connecting carriers and 10% Reduction on "Return Flights" make Southwest the best and most economical way to go.



Mom rides Southwest, too. A day in "the city" or a visit with old friends... without leaving the family overnight. Costs less than driving the car.

Jimmy is a lucky boy... week-ends on Uncle's ranch are a frequent treat now! Southwest provides a capable flight attendant with him all the way. P.S.: He rides half fare every day.



See why we say: *"We're in the family business"*

Southwest Airways

AKRON
ALBANY
BALTIMORE
BUFFALO
BOSTON
CHICAGO
CINCINNATI
CLEVELAND
DES MOINES
DAYTON
DETROIT
INDIANAPOLIS
JACKSONVILLE
KNOXVILLE
LOUISVILLE
NEWARK
NEW YORK
PHILADELPHIA
TULSA
WASHINGTON

FREE • FREE • FREE
Do you plan a trip to any of these cities? The first leg of your journey—from a Southwest city to San Francisco or Los Angeles—is free. Arrangements with other airlines permit you to travel this additional mileage without additional cost. You pay only the established fare between California Gateways and Eastern Points. Reservations instantly confirmed through joint facilities. One ticket, one baggage check. No fuss or bother to make connections.
— Ask for Details —

RESERVATIONS - TICKET OFFICES - GROUND SERVICE					
CITY	TICKET OFFICE	PHONE	LOCAL TRANSP. FARES		
			Cab	Limousine	Bus
Arcata	Arcata Airport	Arcata 526	2.50	.75	
Berkeley	Oakland Municipal Airport	LOckhaven 8-3422			
Belmont	San Francisco Airport	OXford 7-8411	5.00		.25
Beverly Hills	Los Angeles Int'l Airport	ORegon 8-1206		1.10	
Burbank	Los Angeles Int'l Airport	ORegon 8-1206			
Burlingame	San Francisco Airport	OXford 7-8411	2.50		.15
Camp Cooke	Santa Maria Public Airport	5-2541	8.00		1.73*
Camp Roberts	Paso Robles-S.L. Obispo Co. Air.	24F2	4.25	3.00	1.55*
Carmel	Monterey Penin. District Airport	2-4503	3.50	1.50	
Chico	Chico Municipal Airport	166	2.50	1.00	
Coalinga	Coalinga Municipal Airport	527			
Crescent City	McNamara Field	2771	1.00	.50	
Eureka	Arcata Airport	Eureka 38-R-1	6.00	1.50	
Fort Bragg	Mendocino County Airport	Mendocino 83	6.75	1.50	
Fort Ord	Monterey Penin. District Airport	2-4503	3.00		
Glendale	Los Angeles Int'l Airport	ORegon 8-1206			
Hollywood	Los Angeles Int'l Airport	ORegon 8-1206	3.50	1.25	
Inglewood	Los Angeles Int'l Airport	ORegon 8-1206			.10
Lompoc	Santa Maria Public Airport	5-2541			
Long Beach	Long Beach Municipal Airport	40-7477			
Los Angeles	Los Angeles Int'l Airport	ORegon 8-1206	3.50	1.25	.10
Marysville	Yuba County Airport	3-5487	1.25	.75	
Medford	Medford Municipal Airport	2-5851	1.00	.75	
Mendocino	Mendocino County Airport	Mendocino 83	.50	.50	
Monterey	Monterey Penin. District Airport	2-4503	1.25	.75	
Mountain View	San Jose Municipal Airport	CYpress 5-5408			
Napa	Napa County Airport	Napa 6-6523	2.50		.15
No. Hollywood	Los Angeles Int'l Airport	ORegon 8-1206			
Oakland	Oakland Municipal Airport	LOckhaven 8-3422		1.15	
Oroville	Oroville Municipal Airport	295	1.50	.75	
Oxnard	Oxnard-Ventura Co. Airport	66-2263	.50		
Palo Alto	San Jose Municipal Airport	CYpress 5-5408			
Paso Robles	Paso Robles-S.L. Obispo Co. Air.	24F2	1.25	1.25	
Red Bluff	Red Bluff Municipal Airport	110	1.00	.50	
Redding	Redding Municipal Airport	1682	4.25	1.44	
Redwood City	San Francisco Airport	OXford 7-8411	5.50		.30
Sacramento	Reservations Office	Gilbert 3-4657			
Sacramento	Sacramento Municipal Airport	Hillcrest 6-6406	2.00	1.15	
San Bruno	San Francisco Airport	JUo 8-6622	1.00		
San Francisco	San Francisco Airport	JUo 8-6622	5.50	1.25	.25
San Jose	San Jose Municipal Airport	CYpress 5-5408	1.00		.07
San Luis Obispo	San Luis Obispo Co. Airport	2254	1.50	1.00	
San Mateo	San Francisco Airport	OXford 7-8411	3.00		.16
Santa Barbara	Santa Barbara Municipal Airport	8-2021	3.00	1.15	.20
Santa Clara	San Jose Municipal Airport	CYpress 5-5408	1.00		.07
Santa Cruz	Watsonville Municipal Airport	2-0124		2.50	
Santa Maria	Santa Maria Public Airport	5-2541	1.40	1.10	
Santa Rosa	Sonoma County Airport	4200	3.50	2.00	
So. San Francisco	San Francisco Airport	JUo 8-6622	1.10		.15
Sunnyvale	San Jose Municipal Airport	CYpress 5-5408			
Ukiah	Ukiah Municipal Airport	1184	.50	.50	
Vallejo	Napa County Airport	Napa 6-6523	3.00		.15
Van Nuys	Los Angeles Int'l Airport	ORegon 8-1206			
Ventura	Oxnard-Ventura County Airport	66-2263	2.50		
Watsonville	Watsonville Municipal Airport	2-0124	1.00		
Yreka	Siskiyou County Airport	Montague 2621	4.50	1.00	
Yuba City	Yuba County Airport	MArysville 3-5487	1.25		

* Includes Limousine fare from airport to city served.

RETURN POSTAGE GUARANTEED

Southwest Airways

and Happy New Year



Merry Christmas

Southwest Airways



GENERAL OFFICES
SOUTHWEST AIRWAYS COMPANY
San Francisco Airport
SOUTH SAN FRANCISCO, CALIF.

Sec. 3446 P. L. & R.
POSTAGE PAID
Permit No. 13
South San Francisco
Calif.

LEGEND

Service by Southwest Airways between Los Angeles and Phoenix pending C.A.B. action.



NORTHBOUND (Read down)		32 Daily Except Sun. & Hol.	20 Daily Except Sun. & Hol.	2 Daily	332 Sun. & Hol. Only	22 Daily	34 Daily	4 Daily	226 Sat. and Days Before Hol. Only	36 Daily	26 Daily Exc. Sat. and Days Before Hol.	8 Daily
Los Angeles (Int'l) (PST) ..Lv				9:00a				2:00p				6:00p
Oxnard-Ventura..... " ..Lv				9:28a				2:28p				6:28p
Santa Barbara " ..Lv				9:50a				2:50p				6:50p
Santa Maria (Camp Cooke)..... " ..Lv				10:23a				3:23p				7:23p
San Luis Obispo..... " ..Lv				10:40a				3:40p				
Paso Robles (Camp Roberts)..... " ..Lv				11:02a				4:02p				7:50p
Coalinga..... " ..Lv				11:25a								
Monterey-Carmel (Pt.Ord) " ..Lv				12:07p				4:45p				8:34p
Watsonville-Santa Cruz..... " ..Lv				12:23p								8:50p
San Jose-Santa Clara..... " ..Lv				12:46p				5:15p				9:22p
San Francisco " ..Ar				1:02p				5:31p				9:38p
San Francisco " ..Lv	8:35a	8:50a		9:20a	1:30p	1:45p		6:00p	6:35p	7:00p		
Oakland " ..Lv	8:50a	9:05a		9:35a	1:45p	2:00p		6:15p	6:50p	7:15p		
Vallejo-Napa..... " ..Lv	9:10a	9:24a		9:55a				6:34p		7:34p		
Santa Rosa..... " ..Lv	9:30a			10:15a					7:20p			
Ukiah..... " ..Lv	9:55a			10:40a								
Ft. Bragg-Mendocino..... " ..Lv	10:17a					2:56p						
Eureka-Arcata " ..Lv	11:12a			11:50a		3:51p			8:42p			
Crescent City..... " ..Lv	11:41a			12:19p		4:20p			9:12p			
Sacramento " ..Lv		9:52a			2:18p			7:02p		8:02p		
Marysville-Yuba City..... " ..Lv		10:14a			2:40p			7:24p		8:24p		
Oroville..... " ..Lv		10:31a						7:41p		8:41p		
Chico..... " ..Lv		10:46a			3:05p			7:56p		8:56p		
Red Bluff..... " ..Lv		11:05a						8:15p		9:15p		
Redding..... " ..Ar		11:20a			3:32p			8:30p		9:30p		
Yreka..... " ..Lv		12:06p			4:18p							
Medford " ..Ar	12:18p	12:30p		12:56p	4:42p	4:57p		9:34p	10:06p			
Medford " ..Lv	U12:55p		w 2:00p			w 5:35p	U 6:05p					
<i>North Bend-Coos Bay</i> " ..Ar			w 3:08p			w 6:25p						
<i>Eugene</i> " ..Ar	U 2:00p		w 3:48p			w 7:05p	U 7:10p					
<i>Portland</i> " ..Ar	U 3:05p		w 4:48p			w 8:05p	U 8:15p					

HOLIDAYS: New Year's, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas.

One way fares—light face		Round-trip fares—dark face		ONE-WAY AND ROUND-TRIP FARES																				(All Fares Subject to 15% Federal Transportation Tax)											
EFFECTIVE JANUARY 1, 1951																																			
Fares Subject to Change Without Notice.																																			
				Ajo*	Chico	Coalinga	Crescent City	El Centro-Brawley*	Eureka-Arcata	Fl. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*
Ajo*				Chico	Coalinga	Crescent City	El Centro-Brawley*	Eureka-Arcata	Fl. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*	
Chico				Coalinga	Crescent City	El Centro-Brawley*	Eureka-Arcata	Fl. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*		
Coalinga				Crescent City	El Centro-Brawley*	Eureka-Arcata	Fl. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*			
Crescent City				El Centro-Brawley*	Eureka-Arcata	Fl. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*				
El Centro-Brawley*				Eureka-Arcata	Fl. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*					
Eureka-Arcata				Fl. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*						
Fl. Bragg-Mendocino				Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*							
Los Angeles				Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*								
Marysville-Yuba City				Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*									
Medford (*)				Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*										
Monterey-Carmel				Oakland	Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*											
Oakland				Oroville	Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*												
Oroville				Oxnard-Ventura	Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*													
Oxnard-Ventura				Paso Robles	Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Ana-Laguna Beach*	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Utah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka	Yuma*														
Paso Robles				Phoenix*	Red Bluff	Redding	Sacramento	San Diego-Coronado*	San Francisco	San Jose																									

Use Air Mail • Air Parcel Post • Air Express • Air Freight