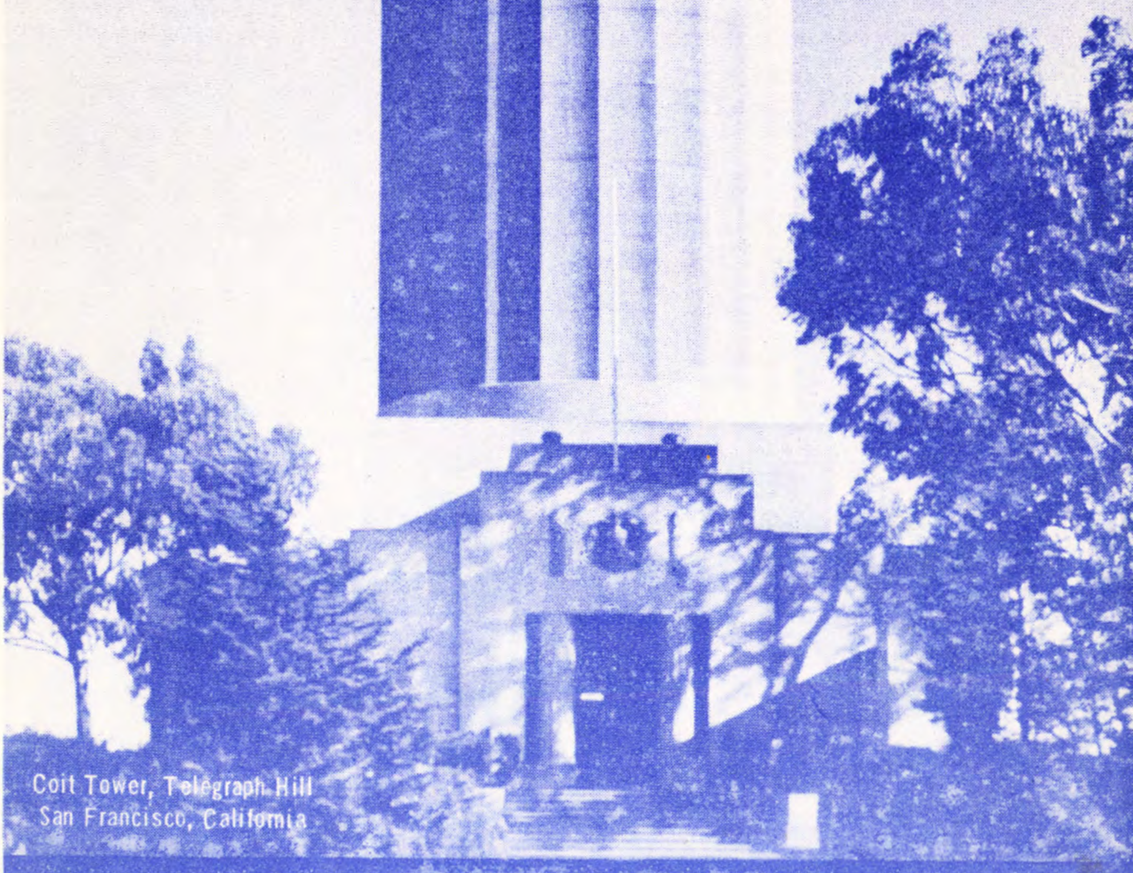
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RESERVATIONS – TICKET OFFICES

CITY	TICKET OFFICE	PHONE
Arcata	Arcata Airport	Arcata 526
Beale AFB	Yuba County Airport	3-5487
Berkeley	Oakland Municipal Airport	LOckhaven 8-3422
Belmont	San Francisco Airport	OXford 7-8411
Beverly Hills	Los Angeles Int'l Airport	ORegon 8-1206
Burbank	Los Angeles Int'l Airport	ORegon 8-1206
Burlingame	San Francisco Airport	OXford 7-8411
Camp Roberts	Paso Robles-S. L. Obispo Co., Air.	707
Carmel	Monterey Penin. District Airport	2-7571
Chico	Chico Municipal Airport	FIreside 2-3007
Crescent City	McNamara Field	2771
Eureka	Arcata Airport	HIlside 3-1671
Fort Bragg	Mendocino County Airport	Mendocino 83
Fort Ord	Monterey Penin. District Airport	2-7571
Glendale	Los Angeles Int'l Airport	ORegon 8-1206
Hollywood	Los Angeles Int'l Airport	ORegon 8-1206
Inglewood	Los Angeles Int'l Airport	ORegon 8-1206
Inyokern	Inyokern Kern County Airport	7-2271
Lompoc	Santa Maria Public Airport	5-2541
Long Beach	Long Beach Municipal Airport	ORegon 8-1206
Los Angeles	Los Angeles Int'l Airport	ORegon 8-1206
Marysville	Yuba County Airport	3-5487
Medford	Medford Municipal Airport	2-5851
Mendocino	Mendocino County Airport	Mendocino 83
Monterey	Monterey Penin. District Airport	2-7571
Mountain View	San Jose Municipal Airport	CYpress 5-5408
No. Hollywood	Los Angeles Int'l Airport	ORegon 8-1206
Oakland	Oakland Municipal Airport	LOckhaven 8-3422
Oxnard	Oxnard-Ventura Co. Airport	66-2263
Pacific Grove	Monterey Penin. Dist. Airport	2-7571
Palo Alto	San Jose Municipal Airport	CYpress 5-5408
Paso Robles	Paso Robles County Airport	625M
Red Bluff	Red Bluff Municipal Airport	110
Redding	Redding Municipal Airport	1682
Redwood City	San Francisco Airport	OXford 7-8411
Sacramento	Reservations Office	GIlbert 3-4657
Sacramento	Sacramento Municipal Airport	HIllcrest 6-6406
San Bruno	San Francisco Airport	JUno 8-6622
San Francisco	San Francisco Airport	PLaza 5-9200
San Jose	San Jose Municipal Airport	CYpress 5-5408
San Luis Obispo	San Luis Obispo Co. Airport	2627
San Mateo	San Francisco Airport	OXford 7-8411
Santa Barbara	Santa Barbara Municipal Airport	8-5121
Santa Clara	San Jose Municipal Airport	CYpress 5-5408
Santa Cruz	Watsonville Municipal Airport	2-0124
Santa Maria	Santa Maria Public Airport	5-2541
Santa Monica	Los Angeles Int'l Airport	ORegon 8-1206
Santa Rosa	Sanoma County Airport	4200
So. San Francisco	San Francisco Airport	JUno 8-6622
Sunnyvale	San Jose Municipal Airport	CYpress 5-5408
Ukiah	Ukiah Municipal Airport	Homestead 2-3742
Van Nuys	Los Angeles Int'l Airport	ORegon 8-1206
Ventura	Oxnard-Ventura County Airport	66-2263
Watsonville	Watsonville Municipal Airport	2-0124
Yreka	Siskiyou County Airport	Montague 2621
Yuba City	Yuba County Airport	3-5487

OR CALL YOUR TRAVEL AGENT

GENERAL INFORMATION

EQUIPMENT – Martinliners and Douglas DC-3's.

RESERVATIONS – Reservations must be made in advance and are tentative until tickets are purchased. Southwest reserves the right to cancel the reservation of any passenger who fails to present himself at the SOUTHWEST Airport ticket office at least 10 minutes before scheduled departure of flight on which his reservation was made (except Monterey, where passengers must check in 30 minutes before flight time).

SCHEDULES – Schedules show the times at which planes may be expected to arrive at or depart from stations, and to connect with other planes, but SOUTHWEST AIRWAYS will not be responsible for consequences arising from delays or from errors in the printed schedule. The times shown are subject to change without notice.

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 baggage rates.

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, except on Excursion Fares.



Above all FLY SOUTHWEST AIRWAYS

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EFFECTIVE SEPTEMBER 27, 1953

ALL SCHEDULES SHOW PACIFIC STANDARD TIME

SOUTHBOUND Effective September 27, 1953 Read Down	1 Daily Except Sun. & Hol.	71 Sun. & Hol. Only	21 Daily Except Sun. & Hol.	31 Daily Except Sun. & Hol.	731 Sun. & Hol. Only	3 Daily ■	23 Daily	33 Daily Except Sun. & Hol.	733 Sun. & Hol. Only	7 Daily	9 Daily ■	35 Daily ■	27 Daily Except Sun. & Hol.	727 Sun. & Hol. Only
	AM	AM	AM	AM	PM	AM	AM	AM		PM	PM	PM	PM	PM
PORTLAND (PST) Lv							U9 20	WC9 35				WC12 30		WC12 30
EUGENE Lv							U10 30	WC10 38				WC 1 33		WC 1 33
KLAMATH FALLS Lv														
MEDFORD (PST) Ar							U11 35	WC12 19				WC 3 17		WC 3 17
MEDFORD (PST) Lv							1 15	1 30	2 00			5 30		4 55
YREKA Lv							1 40							5 20
REDDING Lv			8 00				2 20						6 00	6 00
RED BLUFF Lv			8 15				F						6 15	6 15
CHICO Lv			8 35				2 48						6 35	6 35
MARYSVILLE-YUBA CITY Lv			9 00			MARTINLINER	3 13				MARTINLINER		7 00	7 00
SACRAMENTO Lv			9 24				3 37						7 24	7 24
CRESCENT CITY Lv				8 15	9 30			2 09	2 39			6 02		
EUREKA-ARCATA Lv				8 45	10 00			2 39	3 09			6 27		
FT. BRAGG-MENDOCINO Lv				9 35	10 50									
UKIAH Lv				9 59	11 14									
SANTA ROSA Lv				10 25	11 40			3 57	4 27			7 23		
OAKLAND Lv			9 58	10 57	12 12		4 11	4 29	4 59			7 51	7 58	7 58
SAN FRANCISCO (PST) Ar			10 08	11 07	12 22		4 21	4 39	5 09			8 01	8 08	8 08
SAN FRANCISCO (PST) Lv	8 50	10 00				1 15				5 00	5 45			
SAN JOSE-SANTA CLARA Lv	9 13	10 23				1 39					6 09			
WATSONVILLE-SANTA CRUZ Lv										5 32				
MONTEREY-CARMEL (Ft. Ord) Lv	9 41	10 51				2 02				F	6 32	MARTINLINER		
PASO ROBLES (Camp Roberts) Lv	10 23	11 33				2 36					7 06			
SAN LUIS OBISPO Lv	10 45	11 55								6 28				
SANTA MARIA Lv	11 08	12 18								6 51				
SANTA BARBARA Lv	11 36	12 46				3 14				F	7 44			
OXNARD-VENTURA Lv	11 59	1 09								7 34				
LOS ANGELES (Int'l) (PST) Ar	12 25	1 35				3 45				8 00	8 15			
	AM	PM	AM	AM	PM	PM	PM	PM		PM	PM	PM	PM	PM

ALL SCHEDULES SHOW PACIFIC STANDARD TIME

NORTHBOUND Effective September 27, 1953 Read Down	32 Daily Except Sun. & Hol.	20 Daily Except Sun. & Hol.	732 Sun. & Hol. Only	2 Daily Except Sun. & Hol. ■	72 Sun. & Hol. Only ■	22 Daily Except Sun. & Hol.	722 Sun. & Hol. Only	34 Daily ■	4 Daily	36 Daily	26 Daily Ex. Sat. & Days Before Hol.	626 Sat. & Days Before Hol. Only	8 Daily	10 Daily ■
	AM	AM	AM	AM	AM	PM	PM	PM	PM	PM	PM	PM	PM	PM
LOS ANGELES (Int'l) (PST) Lv				9 15	10 00				12 30				5 00	5 45
OXNARD-VENTURA Lv									12 58				5 28	
SANTA BARBARA Lv				9 50	10 35				1 20				F	6 20
SANTA MARIA Lv								MARTINLINER	1 53				6 16	
SAN LUIS OBISPO Lv									2 10				6 33	
PASO ROBLES (Camp Roberts) Lv				10 28	11 13									6 58
MONTEREY-CARMEL (Ft. Ord) Lv				11 02	11 47				3 06				F	7 32
WATSONVILLE-SANTA CRUZ Lv													7 30	
SAN JOSE-SANTA CLARA Lv				11 25	12 10				F					7 55
SAN FRANCISCO (PST) Ar				11 41	12 26				3 42				7 58	8 11
SAN FRANCISCO (PST) Lv	8 15	8 30	9 45			12 50	12 50	1 30		6 00	6 15	6 15		
OAKLAND Lv	8 30	8 45	10 00			1 05	1 05	1 47		6 15	6 30	6 30		
SANTA ROSA Lv	9 00		10 30					2 15		6 45				
UKIAH Lv	9 25		10 55											
FT. BRAGG-MENDOCINO Lv										7 24				
EUREKA-ARCATA Lv	10 35		12 05					3 09		8 20				
CRESCENT CITY Ar	11 03		12 33	MARTINLINER	MARTINLINER			3 31		8 49				MARTINLINER
SACRAMENTO Lv		9 18				1 38	1 38				7 03	7 03		
MARYSVILLE-YUBA CITY Lv		9 40				2 00	2 00				7 25	7 25		
CHICO Lv		10 05				2 25	2 25				7 50	7 50		
RED BLUFF Lv		F				2 44	2 44				8 09	8 09		
REDDING Ar		10 32				2 59	2 59				8 24	8 24		
YREKA Lv		11 18					3 45							
MEDFORD (PST) Ar	11 41	11 42	1 11				4 09	4 01				9 28		
MEDFORD (PST) Lv	U12 30	WC2 58	WC2 58					U5 15	WC5 58					
KLAMATH FALLS Ar														
EUGENE Ar	U1 30	WC4 39	WC4 39					U6 15	WC7 39					
PORTLAND (PST) Ar	U2 40	WC5 40	WC5 40					U7 25	WC8 40					
	PM	AM	PM	AM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM

(PST)—Pacific Standard Time. F—Flagstop. U—United Air Lines. WC—West Coast Airlines. ■—Martinliner.
HOLIDAYS: New Year's, Washington's Birthday, Memorial Day, Fourth of July, Labor Day, Thanksgiving and Christmas. ⌄—Indicates connecting flights.

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only $13.50* each way

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OXNARD-VENTURA and SAN FRANCISCO
YREKA and SAN FRANCISCO
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**sold only on round-trip basis*

One-way fares—light face; **round-trip fares—dark face.**

ONE-WAY AND ROUND-TRIP FARES

(All Fares Subject to 15% Federal Transportation Tax)

BETWEEN ☞ AND ☟ Fares Subject to Change Without Notice.	Chico	Coalinga	Crescent City	Eureka-Arcata	Ft. Bragg-Mendocino	Los Angeles	Marysville-Yuba City	Medford (*)	Monterey-Carmel	Oakland	Oroville	Oxnard-Ventura	Paso Robles	Red Bluff	Redding	Sacramento	San Francisco	San Jose-Santa Clara	San Luis Obispo	Santa Barbara	Santa Maria-Lompoc	Santa Rosa	Ukiah	Vallejo-Napa	Watsonville-Santa Cruz	Yreka
Chico		40.10	♦32.30	♦37.20	#38.00	58.20	6.10	22.50	29.50	20.70	5.70	56.50	41.40	5.70	7.00	11.40	20.70	23.60	45.20	51.50	48.40	#28.50	#34.20	17.00	28.00	17.40
Coalinga	21.10		54.80	47.90	37.20	24.40	34.10	58.50	10.70	19.90	37.70	18.80	5.70	41.90	44.90	28.90	19.90	18.00	7.80	13.90	8.30	27.70	33.50	25.10	13.60	55.30
Crescent City	♦17.00	28.80		9.10	21.40	74.90	♦38.40	9.90	44.10	34.90	♦35.50	71.10	56.00	♦28.50	♦26.00	♦41.70	34.90	37.90	59.80	66.20	63.00	30.90	25.20	#40.60	42.20	♦15.60
Eureka-Arcata	♦19.55	25.20	4.75		16.70	68.10	#42.60	14.80	37.30	28.10	♦40.30	64.30	49.20	♦33.30	♦30.80	#37.40	28.10	33.10	53.00	59.30	56.20	26.20	20.40	#33.80	35.40	♦20.50
Fort Bragg-Mendocino	#19.95	19.55	11.25	8.75		57.30	#31.90	28.60	26.60	17.30	#35.40	53.50	38.40	#39.40	#42.30	#26.60	17.30	20.30	42.20	48.60	45.50	9.50	5.70	#23.00	24.70	♦34.30
Los Angeles	30.60	12.80	39.40	35.80	30.15		52.10	78.60	32.50	40.00	55.60	6.10	23.10	62.10	65.00	46.90	40.00	37.10	19.30	10.50	16.10	47.80	53.60	45.30	35.60	75.50
Marysville-Yuba City	3.20	17.90	♦20.20	#22.40	#16.75	27.40		28.50	23.40	14.60	5.70	50.40	35.30	10.10	13.00	5.70	14.60	17.50	39.10	45.50	42.30	#22.40	#28.20	10.90	21.90	23.40
Medford(*)	11.80	30.75	5.20	7.75	15.05	41.35	15.00		47.80	38.60	25.60	74.70	59.70	18.60	16.10	31.80	38.60	41.60	63.50	69.90	66.70	36.50	32.40	37.50	45.90	5.70
Monterey-Carmel	15.50	5.60	23.20	19.60	13.95	17.10	12.30	25.15		9.30	27.00	27.00	11.90	31.30	34.20	18.60	9.30	7.40	15.70	22.10	19.00	17.10	22.80	14.50	5.70	44.70
Oakland	10.85	10.45	18.35	14.75	9.10	21.05	7.65	20.30	4.85		18.10	36.20	21.10	22.10	25.00	9.40	5.70	5.70	24.90	31.30	28.20	7.80	13.60	5.70	7.40	35.50
Oroville	3.00	19.80	♦18.65	♦21.20	#18.60	29.25	3.00	13.45	14.20	9.50		53.90	38.90	7.40	10.10	8.80	18.10	21.00	42.60	49.10	45.80	#25.90	#31.70	14.50	25.40	20.60
Oxnard-Ventura	29.70	9.85	37.40	33.80	28.15	3.20	26.50	39.30	14.20	19.05	28.35		17.50	58.30	61.10	45.20	36.20	34.30	13.70	5.70	10.50	44.00	49.80	41.50	30.00	71.60
Paso Robles	21.75	3.00	29.45	25.85	20.20	12.15	18.55	31.40	6.25	11.10	20.45	9.20		43.20	46.10	30.20	21.10	19.20	5.70	12.70	7.20	28.90	34.70	26.40	14.90	56.60
Red Bluff	3.00	22.05	♦14.95	♦17.50	#20.70	32.65	5.30	9.75	16.45	11.60	3.85	30.65	22.70		5.70	15.30	22.10	25.00	47.00	53.30	50.20	#29.90	#35.70	20.90	29.40	13.40
Redding	3.65	23.60	♦13.65	♦16.20	#22.25	34.20	6.80	8.45	18.00	13.15	5.30	32.15	24.25	3.00		18.20	25.00	28.00	49.90	56.30	53.20	#32.80	#38.60	23.80	32.30	10.50
Sacramento	5.95	15.20	♦21.90	#19.65	#14.00	24.65	3.00	16.70	9.75	4.90	4.60	23.75	15.85	8.05	9.55		9.40	12.30	33.90	40.60	37.10	#17.10	#22.90	5.70	16.70	28.60
San Francisco	10.85	10.45	18.35	14.75	9.10	21.05	7.65	20.30	4.85	3.00	9.50	19.05	11.10	11.60	13.15	4.90		5.70	24.90	31.30	28.20	7.80	13.60	5.70	7.40	35.50
San Jose-Santa Clara	12.40	9.45	19.90	17.40	10.65	19.50	9.20	21.85	3.85	3.00	11.05	18.05	10.10	13.15	14.70	6.45	3.00		23.00	29.40	26.30	10.80	16.60	8.20	5.70	38.40
San Luis Obispo	23.75	4.10	31.45	27.85	22.20	10.15	20.55	33.40	8.25	13.10	22.40	7.20	3.00	24.70	26.25	17.80	13.10	12.10		8.90	5.70	32.70	38.50	30.20	18.70	60.40
Santa Barbara	27.10	7.30	34.80	31.20	25.55	5.50	23.90	36.75	11.60	16.45	25.80	3.00	6.65	28.05	29.60	21.35	16.45	15.45	4.65		5.70	39.10	44.90	36.50	25.10	66.70
Santa Maria-Lompoc	25.45	4.35	33.15	29.55	23.90	8.45	22.25	35.10	9.95	14.80	24.10	5.50	3.75	26.40	27.95	19.50	14.80	13.80	3.00	3.00		36.00	41.80	33.40	21.90	63.60
Santa Rosa	#14.95	14.55	16.25	13.75	5.00	25.15	#11.75	19.20	8.95	4.10	#13.60	23.15	15.20	#15.70	#17.25	# 9.00	4.10	5.65	17.20	20.55	18.90		5.80	#13.50	15.20	#43.30
Ukiah	#18.00	17.60	13.25	10.70	3.00	28.20	#14.80	17.05	12.00	7.15	#16.65	26.20	18.25	#18.75	#20.30	#12.05	7.15	8.70	20.25	23.60	21.95	3.05		#19.30	20.90	♦38.10
Vallejo-Napa	8.90	13.20	#21.35	#17.75	#12.10	23.80	5.70	19.70	7.60	3.00	7.60	21.80	13.85	11.00	12.50	3.00	3.00	4.30	15.85	19.20	17.55	# 7.10	#10.15		12.60	34.20
Watsonville-Santa Cruz	14.70	7.15	22.20	18.60	12.95	18.70	11.50	24.15	3.00	3.85	13.35	15.75	7.80	15.45	17.00	8.75	3.85	3.00	9.80	13.20	11.50	7.95	11.00	6.60		42.80
Yreka	9.15	29.10	♦ 8.20	♦10.75	♦18.05	39.70	12.30	3.00	23.50	18.65	10.80	37.65	29.75	7.05	5.50	15.05	18.65	20.20	31.75	35.10	33.45	#22.75	♦20.05	18.00	22.50	

Above table shows typical fares—for information purposes only

Complete fares and permissible routings are contained in our official tariffs available for inspection at all Southwest Airways ticket offices

(♦) Via Medford
(#) Via San Francisco or Oakland or both.
(●) To San Francisco/Oakland and points south fares apply via Sacramento or Santa Rosa