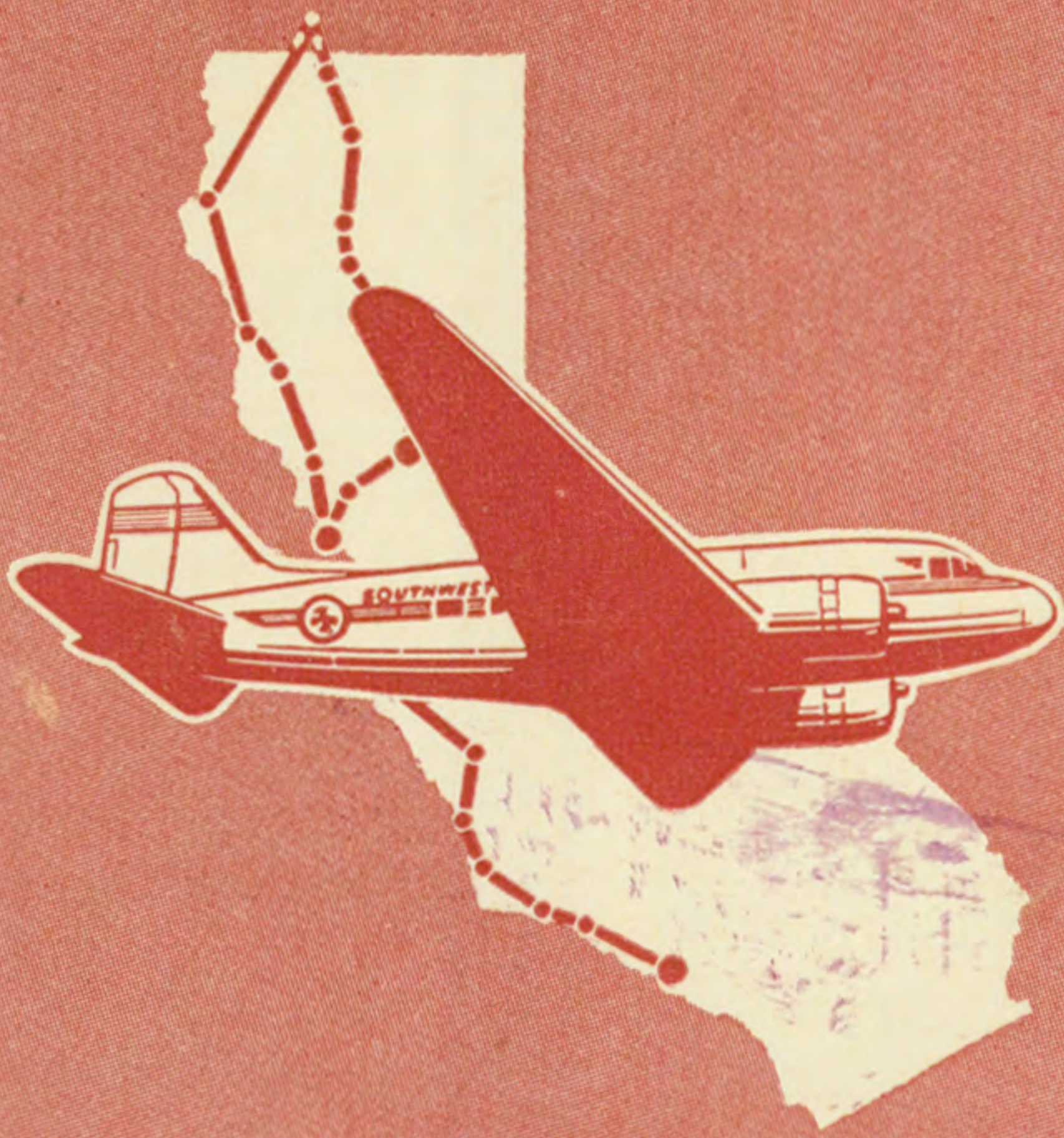


NOVEMBER 1, 1947

Southwest *Airways*



Flight Schedules

ONE OF AMERICA'S

Reg. U.S.



Pat. Off.

SCHEDULED AIRLINES

| CITY | TICKET OFFICE | PHONE | FARE INC. TAX |
|-------------------|---------------------------------|-------------------|---------------|
| ARCATA | Arcata L. A. E. S. | Arcata 526 | .65 |
| BERKELEY | Oakland Municipal Airport | Lockhaven 8-3422 | Cab Rate |
| BEVERLY HILLS | Los Angeles Municipal Airport | ORegon 8-1206 | Cab Rate |
| BURBANK | Los Angeles Municipal Airport | ZEnith 4747 | Cab Rate |
| CHICO | Chico Municipal Airport | 166 | .75 |
| COALINGA | Coalinga Municipal Airport | 279 | .50 |
| EUREKA | Arcata L. A. E. S. | Arcata 526 | 1.25 |
| FORT BRAGG | Mendocino County Airport | Mendocino 83W | 1.00 |
| GLENDALE | Los Angeles Municipal Airport | ZEnith 4747 | Cab Rate |
| HOLLYWOOD | Los Angeles Municipal Airport | ORegon 8-1206 | 1.15 |
| INGLEWOOD | Los Angeles Municipal Airport | ORchard 7-4843 | Cab Rate |
| LOS ANGELES | Los Angeles Municipal Airport | ORegon 8-1206 | 1.40 |
| MARYSVILLE | Alicia Airport | 2530 | .50 |
| MEDFORD, Ore. | Medford Municipal Airport | Medford 5851 | 1.00 |
| MENDOCINO | Mendocino County Airport | Mendocino 8-3422 | 1.00 |
| MONTEREY | Monterey Peninsula Airport | 8503 | .75 |
| MOUNTAIN VIEW | Moffett Field N. A. S. | Mt. View 3518 | .50 |
| NAPA | Napa County Airport | Napa 61 | 1.50 |
| NO. HOLLYWOOD | Los Angeles Municipal Airport | ZEnith 4747 | Cab Rate |
| OAKLAND | Oakland Municipal Airport | Lockhaven 8-3422 | 1.00 |
| OXNARD | Ventura County Airport | 62263 | .35 |
| PALO ALTO | Moffett Field N. A. S. | Mt. View 3518 | Cab Rate |
| RED BLUFF | Red Bluff Municipal Airport | 110-Y | 1.00 |
| REDDING | Redding Municipal Airport | 1682 | 1.25 |
| SACRAMENTO | Sacramento Municipal Airport | 6-6406 - 6-6407 | .86 |
| SAN FRANCISCO | San Francisco Municipal Airport | JUniper 5-6386 | 1.15 |
| SAN JOSE | Moffett Field N. A. S. | ENterprise 1-0222 | 1.00 |
| SAN LUIS OBISPO | San Luis Obispo County Airport | 2254 | .50 |
| SANTA BARBARA | Santa Barbara Municipal Airport | 8-2021 | 1.15 |
| SANTA CLARA | Moffett Field N. A. S. | ENterprise 1-0222 | 1.00 |
| SANTA CRUZ | Watsonville Municipal Airport | ENterprise 1-0261 | Cab Rate |
| SANTA MARIA | Santa Maria Army Air Base | 1450 | 1.00 |
| SANTA ROSA | Santa Rosa Municipal Airport | 4200 | 1.00 |
| SO. SAN FRANCISCO | San Francisco Municipal Airport | 3790 | |
| SUNNYVALE | Moffett Field N. A. S. | Mt. View 3518 | 1.50 |
| UKIAH | Ukiah Municipal Airport | 1184 | .50 |
| VALLEJO | Napa County Airport | Napa 61 | 1.50 |
| VAN NUYS | Los Angeles Municipal Airport | ZEnith 4747 | Cab Rate |
| VENTURA | Ventura County Airport | ZEnith 4050 | 1.15 |
| WATSONVILLE | Watsonville Municipal Airport | 2600 | 1.00 |
| YREKA | Siskiyou County Airport | Montague 64Y3 | 1.00 |

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.

PASSENGERS - MAIL - EXPRESS - FREIGHT

UNIVERSITY AIR
TRAVEL SERVICE

Phone
9788

PALO ALTO, CALIF.

SOUTHWEST AIRWAYS CO.
1414 Westwood Blvd.
Los Angeles 24, Calif.



Flight
Schedules

ONE OF AMERICA'S



SCHEDULED AIRLINES

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Southwest Airways



LOS ANGELES - SAN FRANCISCO - SACRAMENTO VALLEY - MEDFORD

NORTHBOUND — Down

SOUTHBOUND — Up

| 6 Daily | 4 Daily | 2 Daily | SOUTHERN DIVISION | | | | 1 Daily | 3 Daily | 5 Daily |
|---------|----------|----------|---|----|-------|-------|----------|----------|----------|
| 5 30 | 1 00 | 8 30 | Lv LOS ANGELES (MUNICIPAL AIRPORT) | Ar | 12 16 | 4 08 | 8 24 | | |
| 5 56 | 1 24 | 8 56 | Lv OXNARD-VENTURA | Lv | 11 52 | 3 46 | 8 00 | | |
| 6 20 | 1 46 | 9 20 | Lv SANTA BARBARA | Lv | 11 28 | 3 24 | 7 36 | | |
| 6 51 | 2 15 | 9 51 | Lv SANTA MARIA | Lv | 11 01 | 2 59 | 7 09 | | |
| ↓ | 2 32 | 10 10 | Lv SAN LUIS OBISPO | Lv | 10 42 | 2 42 | ↑ | | |
| 7 55 | 3 02 | 10 42 | Lv COALINGA | Lv | 10 10 | 2 12 | | | |
| 8 12 | 3 40 | 11 22 | Lv MONTEREY | Lv | 9 26 | 1 30 | 6 01 | | |
| 8 34 | 3 55 | 11 39 | Lv SANTA CRUZ-WATSONVILLE | Lv | 9 09 | 1 15 | 5 44 | | |
| 8 49 | 4 15 | 12 01 | Lv SAN JOSE-SANTA CLARA (MOFFETT FIELD) | Lv | 8 47 | 12 55 | 5 22 | | |
| | 4 28 | 12 16 | Ar SAN FRANCISCO | Lv | 8 30 | 12 40 | 5 05 | | |
| | 26 Daily | 24 Daily | SACRAMENTO VALLEY DIVISION | | | | 21 Daily | 23 Daily | 25 Daily |
| | 5 30 | 12 30 | Lv SAN FRANCISCO | Ar | | 10 46 | 4 51 | 8 16 | |
| | 5 41 | 12 43 | Lv OAKLAND | Lv | | 10 37 | 4 40 | 8 05 | |
| | 6 00 | 1 04 | Lv VALLEJO-NAPA | Lv | | 10 18 | 4 19 | 7 44 | |
| | 6 26 | 1 32 | Lv SACRAMENTO | Lv | | 9 52 | 3 51 | 7 16 | |
| | 6 48 | 1 56 | Lv MARYSVILLE-YUBA CITY | Lv | | 9 30 | 3 27 | 6 52 | |
| | 7 14 | 2 24 | Lv CHICO | Lv | | 9 04 | 2 59 | 6 24 | |
| | 7 32 | 2 44 | Lv RED BLUFF | Lv | | 8 46 | 2 39 | 6 04 | |
| | 7 46 | 3 00 | Ar REDDING | Lv | | 8 30 | 2 21 | 5 46 | |
| | | 3 06 | Lv REDDING | Ar | | | 2 15 | 5 40 | |
| | | (x) | DUNSMUIR-MOUNT SHASTA (x) | | | | (x) | (x) | |
| | | 3 47 | Lv YREKA | Lv | | | 1 36 | 5 01 | |
| | | 4 11 | Ar MEDFORD | Lv | | | 1 10 | 4 35 | |
| | 34 Daily | 32 Daily | NORTHERN COAST DIVISION | | | | 31 Daily | 33 Daily | |
| | 1 45 | 9 30 | Lv SAN FRANCISCO | Ar | 12 24 | 5 49 | | | |
| | 1 58 | 9 43 | Lv OAKLAND | Lv | 12 13 | 5 38 | | | |
| | 2 28 | 10 13 | Lv SANTA ROSA | Lv | 11 43 | 5 08 | | | |
| | 2 55 | 10 40 | Lv UKIAH | Lv | 11 16 | 4 41 | | | |
| | 3 16 | 11 01 | Lv FORT BRAGG-MENDOCINO | Lv | 10 55 | 4 20 | | | |
| | 4 17 | 12 02 | Lv EUREKA-ARCATA | Lv | 9 58 | 3 23 | | | |
| | 5 13 | 12 58 | Ar MEDFORD | Lv | 9 00 | 2 25 | | | |

AM—Light Face Type
 PM—Bold Face Type
 All Times are Pacific Standard.
 X—Service temporarily delayed.
 EQUIPMENT—21-Passenger Douglas DC-3's

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.

✓ SUNDOWNERS

Passengers will enjoy the convenience of Southwest's faster "Sun-downer" flights. Have more daylight hours at your destination, and still get home by early evening. Ask for "Sun-downer" reservations by name next time you fly!

✓ AIR FREIGHT

Be sure to ask about new air freight rates, an average 28% lower after October 25. Cost of shipments to any airline city in the nation now is amazingly low.

✓ AIR MAIL

A few hours to any city in the nation, a few days to any city in the world — and for only 2c more when you use air mail. Spend a nickel on your next letter to make sure it's FIRST READ — FIRST ANSWERED.

✓ LOW FARES

Special low-cost excursion fares for northern California cities have been extended to December 15th. Save time, tires and temper — plan your next trip north by SOUTHWEST.

ONE-WAY FARES — All fares subject to 15% Federal Transportation Tax

| November 1, 1947 | Chico | Coalinga | Eureka-Arcata | Fort Bragg-Mendocino | Los Angeles | Marysville-Yuba City | Medford (*) | Monterey | Oxnard-Ventura | Red Bluff | Redding | Sacramento | San Francisco-Oakland (†) | San Jose-Santa Clara | San Luis Obispo | Santa Barbara | Santa Cruz-Watsonville | Santa Maria | Santa Rosa | Ukiah | Vallejo-Napa | Yreka |
|---------------------------|-------|----------|---------------|----------------------|-------------|----------------------|-------------|----------|----------------|-----------|---------|------------|---------------------------|----------------------|-----------------|---------------|------------------------|-------------|------------|-------|--------------|-------|
| Chico | 17.35 | 17.35 | 16.45 | 16.40 | 25.25 | 2.70 | 9.80 | 12.80 | 24.50 | 2.50 | 3.00 | 4.90 | 8.95 | 10.20 | 19.55 | 22.45 | 12.05 | 20.95 | 12.30 | 14.80 | 7.40 | 7.45 |
| Coalinga | 17.35 | 20.75 | 20.75 | 16.00 | 10.65 | 14.65 | 25.30 | 4.55 | 8.15 | 18.15 | 19.40 | 12.45 | 8.55 | 7.65 | 3.35 | 6.10 | 5.80 | 3.60 | 11.90 | 14.40 | 11.05 | 23.85 |
| Eureka-Arcata | 16.45 | 20.75 | 5.55 | 29.60 | 29.60 | 18.45 | 6.65 | 16.20 | 27.90 | 14.70 | 13.60 | 16.25 | 12.20 | 13.45 | 22.95 | 25.85 | 15.30 | 24.35 | 9.65 | 7.15 | 14.70 | 9.15 |
| Fort Bragg-Mendocino | 16.40 | 16.00 | 5.55 | 24.85 | 13.70 | 12.20 | 11.45 | 23.15 | 17.05 | 18.30 | 11.50 | 7.45 | 8.70 | 18.20 | 21.10 | 10.55 | 19.60 | 4.10 | 2.50 | 9.95 | 14.70 | |
| Los Angeles | 25.25 | 10.65 | 29.60 | 24.85 | 22.55 | 34.15 | 14.20 | 2.60 | 27.00 | 28.25 | 20.35 | 17.40 | 16.15 | 8.45 | 4.55 | 15.45 | 7.05 | 20.75 | 23.25 | 19.90 | 32.70 | |
| Marysville-Yuba City | 2.70 | 14.65 | 18.45 | 13.70 | 22.55 | 12.50 | 10.10 | 21.80 | 4.45 | 5.70 | 2.50 | 6.25 | 7.50 | 16.85 | 19.75 | 9.35 | 18.25 | 9.60 | 12.10 | 4.70 | 10.15 | |
| Medford (*) | 9.80 | 25.30 | 6.65 | 12.20 | 34.15 | 12.50 | 20.75 | 32.45 | 8.05 | 6.95 | 13.80 | 16.75 | 18.00 | 27.50 | 30.40 | 19.85 | 28.90 | 16.30 | 13.80 | 16.75 | 2.50 | |
| Monterey | 12.80 | 4.55 | 16.20 | 11.45 | 14.20 | 10.10 | 20.75 | 11.70 | 13.60 | 14.85 | 7.90 | 4.00 | 3.10 | 6.75 | 9.65 | 2.50 | 8.15 | 7.35 | 9.85 | 6.50 | 19.30 | |
| Oxnard-Ventura | 24.50 | 8.15 | 27.90 | 23.15 | 2.60 | 21.80 | 32.45 | 11.70 | 25.30 | 26.55 | 19.60 | 15.70 | 14.80 | 5.95 | 2.50 | 12.95 | 4.55 | 19.05 | 21.55 | 18.20 | 31.00 | |
| Red Bluff | 2.50 | 18.15 | 14.70 | 17.05 | 27.00 | 4.45 | 8.05 | 13.60 | 25.30 | 2.50 | 6.65 | 9.60 | 10.85 | 20.35 | 23.25 | 12.70 | 21.75 | 12.95 | 15.45 | 9.15 | 5.70 | |
| Redding | 3.00 | 19.40 | 13.60 | 18.30 | 28.25 | 5.70 | 6.95 | 14.85 | 26.55 | 2.50 | 7.90 | 10.85 | 12.10 | 21.60 | 24.50 | 13.95 | 23.00 | 14.20 | 16.70 | 10.40 | 4.45 | |
| Sacramento | 4.90 | 12.45 | 16.25 | 11.50 | 20.35 | 2.50 | 13.80 | 7.90 | 19.60 | 6.65 | 7.90 | 4.05 | 5.30 | 14.65 | 17.55 | 7.15 | 16.05 | 7.40 | 9.90 | 2.50 | 12.35 | |
| San Francisco-Oakland (†) | 8.95 | 8.55 | 12.20 | 7.45 | 17.40 | 6.25 | 16.75 | 4.00 | 15.70 | 9.60 | 10.85 | 4.05 | 2.50 | 10.75 | 13.65 | 3.10 | 12.15 | 3.35 | 5.85 | 2.50 | 15.30 | |
| San Jose-Santa Clara | 10.20 | 7.65 | 13.45 | 8.70 | 16.15 | 7.50 | 18.00 | 3.10 | 14.80 | 10.85 | 12.10 | 5.30 | 2.50 | 9.85 | 12.75 | 2.50 | 11.25 | 4.60 | 7.10 | 3.75 | 16.55 | |
| San Luis Obispo | 19.55 | 3.35 | 22.95 | 18.20 | 8.45 | 16.85 | 27.50 | 6.75 | 5.95 | 20.35 | 21.60 | 14.65 | 10.75 | 9.85 | 3.90 | 8.00 | 2.50 | 14.10 | 16.60 | 13.25 | 26.05 | |
| Santa Barbara | 22.45 | 6.10 | 25.85 | 21.10 | 4.55 | 19.75 | 30.40 | 9.65 | 2.50 | 23.25 | 24.50 | 17.55 | 13.65 | 12.75 | 3.90 | 10.90 | 2.50 | 17.00 | 19.50 | 16.15 | 28.95 | |
| Santa Cruz-Watsonville | 12.05 | 5.80 | 15.30 | 10.55 | 15.45 | 9.35 | 19.85 | 2.50 | 12.95 | 12.70 | 13.95 | 7.15 | 3.10 | 2.50 | 8.00 | 10.90 | 9.40 | 6.45 | 8.95 | 5.60 | 18.40 | |
| Santa Maria | 20.95 | 3.60 | 24.35 | 19.60 | 7.05 | 18.25 | 28.90 | 8.15 | 4.55 | 21.75 | 23.00 | 16.05 | 12.15 | 11.25 | 2.50 | 2.50 | 9.40 | 15.50 | 18.00 | 14.65 | 27.45 | |
| Santa Rosa | 12.30 | 11.90 | 9.65 | 4.10 | 20.75 | 9.60 | 16.30 | 7.35 | 19.05 | 12.95 | 14.20 | 7.40 | 3.35 | 4.60 | 14.10 | 17.00 | 6.45 | 15.50 | 2.50 | 5.85 | 18.65 | |
| Ukiah | 14.80 | 14.40 | 7.15 | 2.50 | 23.25 | 12.10 | 13.80 | 9.85 | 21.55 | 15.45 | 16.70 | 9.90 | 5.85 | 7.10 | 16.60 | 19.50 | 8.95 | 18.00 | 2.50 | 8.35 | 16.30 | |
| Vallejo-Napa | 7.40 | 11.05 | 14.70 | 9.95 | 19.90 | 4.70 | 16.75 | 6.50 | 18.20 | 9.15 | 10.40 | 2.50 | 2.50 | 3.75 | 13.25 | 16.15 | 5.60 | 14.65 | 5.85 | 8.35 | 14.85 | |
| Yreka | 7.45 | 23.85 | 9.15 | 14.70 | 32.70 | 10.15 | 2.50 | 19.30 | 31.00 | 5.70 | 4.45 | 12.35 | 15.30 | 16.55 | 26.05 | 28.95 | 18.40 | 27.45 | 18.65 | 16.30 | 14.85 | |

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.

(†) Local fare San Francisco to Oakland \$2.50.
 (‡) SWA via Medford.
 (#) SWA via San Francisco or Oakland or both.