

APRIL 8, 1949

# Southwest *Airways*



## Save 50% on Family Travel

Pay one full adult fare. Pay only half fare for wife or husband and all children ages 2 to 22. Children under 2 ride free. These fares apply to flights originating Monday through Thursday.

## Save 10% on Return Portions

By securing a 5 percent discount on round-trips, your return portion costs you 10 percent less. Round-trip tickets are good for 120 days.



# 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 Thursday).

**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

## AIR



## FREIGHT

For Fast and Dependable movement of Freight Use Southwest! Our crew of trained personnel will expedite handling of your shipment... to anywhere in the World! Air Freight rates are unbelievably low. Remember — "It gets there First by Air."

### 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 or Honolulu and the Islands. Reservations instantly confirmed through joint facilities. One ticket, one baggage check. No fuss or bother to make connections.

- Akron
- Albany
- Baltimore
- Buffalo
- Boston
- Chicago
- Cincinnati
- Cleveland
- Des Moines
- Dayton
- Detroit
- Indianapolis
- Jacksonville
- Knoxville
- Louisville
- Newark
- New York
- Philadelphia
- Tulsa
- Washington
- Honolulu

— Ask for Details —

# Southwest Airways

### GENERAL INFORMATION

**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.

**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.

### RESERVATIONS - TICKET OFFICES - GROUND SERVICE

CITY	TICKET OFFICES	PHONE	CAB RATE
Arcata	Arcata L.A.E.S.	Arcata 526	.75
Berkeley	Oakland Municipal Airport	LOckhaven 8-3422	Cab Rate
Beverly Hills	Los Angeles Mun. Airport	ORegon 8-1206	Cab Rate
Burbank	Los Angeles Mun. Airport	ORegon 8-1206	Cab Rate
Burlingame	San Francisco Airport	JUno 8-6622	Cab Rate
Chico	Chico Municipal Airport	166	Cab Rate
Coalinga	Coalinga Municipal Airport	279	.50
Crescent City	Del Norte County Airport	2771	.50
Eureka	Arcata L.A.E.S.	Eureka 38-R-1	1.50
Fort Bragg	Mendocino County Airport	Mendocino 83	1.50
Glendale	Los Angeles Mun. Airport	ORegon 8-1206	Cab Rate
Hollywood	Los Angeles Mun. Airport	ORegon 8-1206	1.25
Inglewood	Los Angeles Mun. Airport	ORegon 8-1206	Cab Rate
Los Angeles	Los Angeles Mun. Airport	ORegon 8-1206	1.25
Marysville	Yuba County Airport	2530	.75
Medford, Oregon	Medford Municipal Airport	Medford 5851	.75
Mendocino	Mendocino County Airport	Mendocino 83	Cab Rate
Monterey	Monterey Penin. Dist. Air.	8503	.75
Mountain View	San Jose Municipal Airport	Columbia 1-0360	Cab Rate
Napa	Napa County Airport	Napa 61	Cab Rate
No. Hollywood	Los Angeles Mun. Airport	ORegon 8-1206	Cab Rate
Oakland	Oakland Municipal Airport	LOckhaven 8-3422	1.00
Oxnard	Oxnard-Ventura County Air.	62263	.50
Palo Alto	San Jose Municipal Airport	Columbia 1-0360	Cab Rate
Red Bluff	Red Bluff Municipal Airport	110	1.00
Redding	Redding Municipal Airport	1682	1.44
Redwood City	San Francisco Airport	JUno 8-6622	Cab Rate
Sacramento	Sacramento Mun. Airport	3-4657	.86
San Bruno	San Francisco Airport	JUno 8-6622	Cab Rate
San Francisco	San Francisco Airport	JUNiper 5-6386	1.25
San Jose	San Jose Municipal Airport	Columbia 1-0360	1.00
San Luis Obispo	San Luis Obispo County Air.	2254	.50
San Mateo	San Francisco Airport	JUno 8-6622	Cab Rate
Santa Barbara	Santa Barbara Mun. Airport	82021	1.15
Santa Clara	San Jose Municipal Airport	Columbia 1-0360	Cab Rate
Santa Cruz	Watsonville Mun. Airport	Watsonville 2600	Cab Rate
Santa Maria	Santa Maria Army Air Base	1450	1.00
Santa Rosa	Sonoma County Airport	4200	1.00
So. San Francisco	San Francisco Airport	JUno 8-6622	Cab Rate
Sunnyvale	San Jose Municipal Airport	Columbia 1-0360	Cab Rate
Ukiah	Ukiah Municipal Airport	1184	.50
Vallejo	Napa County Airport	Napa 61	Cab Rate
Van Nuys	Los Angeles Mun. Airport	ORegon 8-1206	Cab Rate
Ventura	Oxnard-Ventura County Air.	Oxnard 62263	Cab Rate
Watsonville	Watsonville Mun. Airport	2600	1.00
Yreka	Siskiyou County Airport	Montague 2621	1.00

OR YOUR TRAVEL AGENT

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



## Save 50% on Family Travel

Pay one full adult fare. Pay only half fare for wife or husband and all children ages 2 to 22. Children under 2 ride free. These fares apply to flights originating Monday through Thursday.

## Save 10% on Return Portions

By securing a 5 percent discount on round-trips, your return portion costs you 10 percent less. Round-trip tickets are good for 120 days.





MEDFORD - EUREKA - SACRAMENTO VALLEY - SAN FRANCISCO - LOS ANGELES



LOS ANGELES - SAN FRANCISCO - SACRAMENTO VALLEY - EUREKA - MEDFORD

Table with 28 columns (Flight No., SOUTHBOUND Read Down, flight times, and SOUTHBOUND Read Down). Rows include destinations like MEDFORD, Yreka, Redding, Chico, Sacramento, Vallejo-Napa, Crescent City, Eureka-Arcata, Ft. Bragg-Mendocino, Ukiah, Santa Rosa, OAKLAND, SAN FRANCISCO, San Jose-Santa Clara, Santa Cruz-Watsonville, Monterey, San Luis Obispo, Santa Maria, Santa Barbara, Oxnard-Ventura, and LOS ANGELES (Mun.).

Equipment—24-Passenger Douglas DC-3's.

A.M.—Light face type.

P.M.—Bold face type.

Table with 28 columns (Flight No., NORTHBOUND Read Down, flight times, and NORTHBOUND Read Down). Rows include destinations like LOS ANGELES (Mun.), Oxnard-Ventura, Santa Barbara, Santa Maria, San Luis Obispo, Monterey, Santa Cruz-Watsonville, San Jose-Santa Clara, SAN FRANCISCO, OAKLAND, Santa Rosa, Ukiah, Ft. Bragg-Mendocino, Eureka-Arcata, Crescent City, Vallejo-Napa, Sacramento, Marysville-Yuba City, Chico, Red Bluff, Redding, Yreka, and MEDFORD.

Equipment—24-Passenger Douglas DC-3's.

A.M.—Light face type.

P.M.—Bold face type.

ONE-WAY AND ROUND-TRIP FARES

(All Fares Subject to 15% Federal Transportation Tax)

One-Way Fares — Light Face BELOW Diagonal Line

Round-Trip Fares — Dark Face ABOVE Diagonal Line

Large fare table with columns for destinations (Chico, Coalinga, Crescent City, Eureka-Arcata, Ft. Bragg-Mendocino, Los Angeles, Marysville-Yuba City, Medford, Monterey, Oakland, Oxnard-Ventura, Red Bluff, Redding, Sacramento, San Francisco, San Jose-Santa Clara, San Luis Obispo, Santa Barbara, Santa Cruz-Watsonville, Santa Maria, Santa Rosa, Ukiah, Vallejo-Napa, Yreka) and rows for various cities like Chico, Coalinga, Crescent City, Eureka-Arcata, etc.

Fares apply from airport to airport via SWA routing unless indicated otherwise. (\*) To points south of and including San Francisco-Oakland, fares apply via Sacramento or Santa Rosa.

(2) Via San Francisco or Oakland or both.

(4) Via Medford or via San Francisco or Oakland or both.

(\*) Via Medford.

SOUTHBOUND

CONDENSED QUICK REFERENCE TABLES

NORTHERN COAST DIVISION

Table with 6 columns (Flight No., 31, 311, 33, 333, 35 D). Rows: Medford, Crescent City, Eureka-Arcata, San Francisco.

SACRAMENTO VALLEY DIVISION

Table with 6 columns (Flight No., 21, 211, 23, 223, 27 D). Rows: Medford, Redding, Sacramento, San Francisco.

SOUTHERN DIVISION

Table with 8 columns (Flight No., 1, 111, 3 D, 5, 7, 117). Rows: San Francisco, Monterey, Santa Barbara, Los Angeles.

▲ Daily, Except Sundays & Holidays. D Daily. ● Sundays & Holidays Only. ◆ Fridays & Sundays Only.

NORTHBOUND

CONDENSED QUICK REFERENCE TABLES

SOUTHERN DIVISION

Table with 6 columns (Flight No., 2, 112, 4 D, 8 D, 6). Rows: Los Angeles, Santa Barbara, Monterey, San Francisco.

SACRAMENTO VALLEY DIVISION

Table with 5 columns (Flight No., 20, 220, 22 D, 26 D). Rows: San Francisco, Sacramento, Redding, Medford.

NORTHERN COAST DIVISION

Table with 5 columns (Flight No., 32, 332, 34 D, 36 D). Rows: San Francisco, Eureka, Crescent City, Medford.

▲ Daily, Except Sundays & Holidays. D Daily. ● Sundays & Holidays Only. ◆ Fridays & Sundays Only.