

EFFECTIVE JANUARY 12, 1954 • COMPLETE TIMETABLE

Above all ★ fly

SOUTHWEST AIRWAYS



Fishing
Smith River
Crescent City, Calif.

**SERVES MORE CALIFORNIA CITIES THAN
ANY OTHER SCHEDULED AIRLINE**

EFFECTIVE JANUARY 12, 1954 • COMPLETE TIMETABLE

Above all • fly

SOUTHWEST AIRWAYS



SERVES MORE CALIFORNIA CITIES THAN
ANY OTHER SCHEDULED AIRLINE

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
Carmel	Monterey Penin. District Airport	2-7571
Chico	Chico Municipal Airport	FI reside 2-3007
Crescent City	McNamara Field	2771
Eureka	Arcata Airport	HI lside 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	HUNter 3-4614
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	Sacramento Municipal Airport	Hillcrest 6-6406
San Bruno	San Francisco Airport	JUNo 8-6622
San Francisco	San Francisco Airport	JUNiper 5-5432
City Ticket Office, 400 Post St.		
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.

RETURN POSTAGE GUARANTEED

**SPECIAL 5-DAY
EXCURSION FARES**
only \$13.50* each way
Between
SAN JOSE and LOS ANGELES
OXNARD-VENTURA and SAN FRANCISCO
YREKA and SAN FRANCISCO
ask for details
* sold only on round-trip basis

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

Sec. 34,66 P. L. & R.
POSTAGE PAID
Permit No. 13
South San Francisco
Calif.

EFFECTIVE JANUARY 12, 1954

SOUTHBOUND		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	33 Daily	23 Daily Except Sun. & Hol.	723 Sun. & Hol. Only	9 Daily	727 Sun. & Hol. Only	35 Daily	27 Daily Except Sun. & Hol.
Effective January 12, 1954 Read Down		AM	AM	AM	AM	AM	PM	AM	PM	PM	PM	PM	PM	PM
PORTLAND (PST)	Lv							U9 15	WC9 35				WC12 30	
EUGENE	Lv							U10 20	WC10 38				WC 1 33	
KLAMATH FALLS	Lv													
MEDFORD (PST)	Ar							U11 30	WC12 28				WC 3 23	
MEDFORD (PST)	Lv							1 15	1 40	2 00		5 00	5 30	
YREKA	Lv							2 05	2 25	2 25		6 00	6 15	
REDDING	Lv			8 00				2 45	3 05	3 05		6 35	6 50	
RED BLUFF	Lv			8 15								7 00	7 15	
CHICO	Lv			8 35					3 13	3 33		7 24	7 39	
MARYSVILLE-YUBA CITY	Lv			9 00					3 38	3 58				
SACRAMENTO	Lv			9 24					4 02	4 22				
CRESCENT CITY	Lv				8 15	9 30		1 54					6 18	
EUREKA-ARCATA	Lv				8 45	10 00		2 24					6 49	
FT. BRAGG-MENDOCINO	Lv				9 35	10 50								
UKIAH	Lv				9 59	11 14								
SANTA ROSA	Lv				10 25	11 40		3 42					8 07	
OAKLAND	Lv				10 57	12 12		4 14	4 36	4 56		7 58	8 39	
SAN FRANCISCO (PST)	Ar			9 58	10 08	11 07		4 24	4 46	5 06		8 08	8 49	
SAN FRANCISCO (PST)	Lv	8 50	10 00				1 15				5 45			
SAN JOSE-SANTA CLARA	Lv	9 13	10 23				1 39				6 09			
WATSONVILLE-SANTA CRUZ	Lv	9 33	10 43											
MONTEREY-CARMEL (Ft. Ord)	Lv	9 51	11 01				2 02				6 32			
PASO ROBLES	Lv	10 37	11 47											
SAN LUIS OBISPO	Lv	10 59	12 09											
SANTA MARIA	Lv		12 28				2 54				7 24			
SANTA BARBARA	Lv	11 36	12 56				3 16				7 46			
OXNARD-VENTURA	Lv	11 59	1 19				3 36				8 06			
LOS ANGELES (Int'l) (PST)	Ar	12 25	1 45				5 56				8 26			

ALL SCHEDULES SHOW PACIFIC STANDARD TIME

NORTHBOUND		32 Daily Except Sun. & Hol.	20 Daily Except Sun. & Hol.	732 Sun. & Hol. Only	2 Daily Except Sun. & Hol.	22 Daily Except Sun. & Hol.	722 Sun. & Hol. Only	34 Daily	72 Sun. & Hol. Only	4 Daily Except Sun. & Hol.	74 Sun. & Hol. Only	36 Daily	26 Daily Ex. Sat. & Days Before Hol.	626 Sat. & Days Before Hol. Only	10 Daily
Effective January 12, 1954 Read Down		AM	AM	PM	AM	PM	PM	PM	AM	PM	PM	PM	PM	PM	PM
LOS ANGELES (Int'l) (PST)	Lv				9 00				10 30	1 15	2 30				5 45
OXNARD-VENTURA	Lv				9 24				10 54	1 59	3 14				6 09
SANTA BARBARA	Lv				9 44				11 14						6 29
SANTA MARIA	Lv				10 06				11 36						6 51
SAN LUIS OBISPO	Lv									2 36	3 51				
PASO ROBLES	Lv									3 02	4 17				
MONTEREY-CARMEL (Ft. Ord)	Lv				10 58				12 28	3 45	5 00				
WATSONVILLE-SANTA CRUZ	Lv									4 01	5 16				
SAN JOSE-SANTA CLARA	Lv				11 21				12 51	4 23	5 38				
SAN FRANCISCO (PST)	Ar				11 37				1 07	4 39	5 54				
SAN FRANCISCO (PST)	Lv	8 20	8 30	9 15		1 00	1 00	1 00				6 00	6 15	6 15	
OAKLAND	Lv	8 35	8 45	9 30		1 15	1 15	1 15				6 15	6 30	6 30	
SANTA ROSA	Lv	9 05		10 00				1 45				6 45			
UKIAH	Lv							2 10				7 24			
FT. BRAGG-MENDOCINO	Lv											8 49			
EUREKA-ARCATA	Lv	10 27		11 22				3 20					7 03	7 03	
CRESCENT CITY	Ar	10 55		11 50				3 48					7 25	7 25	
SACRAMENTO	Lv		9 18			1 48	1 48						7 50	7 50	
MARYSVILLE-YUBA CITY	Lv		9 40			2 10	2 10						8 09	8 09	
CHICO	Lv		10 05			2 35	2 35						8 24	8 24	
RED BLUFF	Lv		10 24			2 54	2 54								
REDDING	Ar		10 39			3 09	3 09								
YREKA	Ar		11 25			3 55	3 55								
MEDFORD (PST)	Ar	11 33	11 49	12 28		4 19	4 19	4 26					9 28		
MEDFORD (PST)	Lv														
KLAMATH FALLS	Ar		U12 30	WC1 15	WC3 26			U6 15	WC6 13						
EUGENE	Ar		U1 30	WC3 01	WC4 06			U6 15	WC7 59						
PORTLAND (PST)	Ar		U2 40	WC3 59				U7 25	WC8 57						
NORTHBOUND		42		44		SOUTHBOUND		41		43					
BURBANK	Lv	8 00		5 00		INYOKERN	Lv	9 00		6 00					
INYOKERN	Ar	8 50		5 50		BURBANK	Ar	9 50		6 50					

All Inyokern Flights Daily except Saturday, Sunday and Holidays

(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.

SPECIAL 5-DAY
EXCURSION FARES

only \$13.50* each way

Between
SAN JOSE and LOS ANGELES
OXNARD-VENTURA and SAN FRANCISCO
YREKA and SAN FRANCISCO

ask for details

*sold only on round-trip basis

ONE-WAY AND ROUND-TRIP FARES		(All Fares Subject to 15% Federal Transportation Tax)	
One-way fares—light face; round-trip fares—dark face.			
BETWEEN AND			
Fares Subject to Change Without Notice.			
Chico	40.10	19.80	12.80
Coalinga	21.10	10.45	6.75
Crescent City	42.30	21.15	13.45
Eureka-Arcata	34.80	17.40	10.80
Fort Bragg-Mendocino	19.55	9.78	6.15
Los Angeles	30.60	15.30	9.85
Marysville-Yuba City	32.10	16.05	10.35
Medford (*)	28.50	14.25	9.15
Monterey-Carmel	30.75	15.38	9.90
Oakland	15.50	7.75	5.05
Oroville	10.85	5.43	3.55
Onard-Ventura	3.00	1.50	1.00
Paso Robles	29.70	14.85	9.65
Red Bluff	3.00	1.50	1.00
Redding	21.75	10.88	7.05
Sacramento	3.00	1.50	1.00
San Francisco	3.00	1.50	1.00
San Jose-Santa Clara	23.75	11.88	7.85
San Luis Obispo	4.10	2.05	1.35
Santa Barbara	27.10	13.55	8.95
Santa Maria-Lompoc	25.45	12.73	8.45
Santa Rosa	14.55	7.28	4.75
Ukiah	18.00	9.00	5.95
Vallejo-Napa	8.50	4.25	2.80
Watsonville-Santa Cruz	14.70	7.35	4.85
Yreka	9.15	4.58	3.05

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

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