

STANDARD AIRLINES, INC.

ride from El Paso The Texan

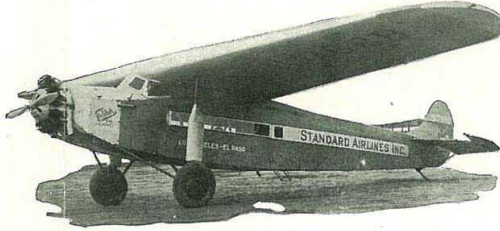
The quick way EAST!

Condensed schedules of AIR-RAIL service to the North and East via El Paso, Texas in connection with the Texas and Pacific Railway



SCHEDULE

	Example	
Lv. Los Angeles, Cal.	8:00 A.M.	AIRPLANE Sat.
Lv. Phoenix, Ariz.	1:20 P.M.	" Sat.
Lv. Tucson, Ariz.	2:40 P.M.	" Sat.
Lv. Douglas, Ariz.	4:00 P.M.	" Sat.
Ar. El Paso, Tex.	5:30 P.M.	" Sat.
Lv. El Paso, Tex.	7:15 P.M.	<i>The Texan</i> Sat.
Ar. Fort Worth, Tex.	1:20 P.M.	" Sun.
Ar. Dallas, Tex.	2:25 P.M.	" Sun.
Ar. Shreveport, La.	7:40 P.M.	" Sun.
Ar. Memphis, Tenn.	7:00 A.M.	" Mon.
Ar. New Orleans, La.	7:30 A.M.	" Mon.
Ar. St. Louis, Mo.	8:20 A.M.	" Mon.
Ar. Birmingham, Ala.	3:20 P.M.	" Mon.
Ar. Chicago, Ill.	6:10 P.M.	" Mon.
Ar. Indianapolis, Ind.	1:55 P.M.	" Mon.
Ar. Atlanta, Ga.	8:40 P.M.	" Mon.
Ar. Cincinnati, Ohio.	7:30 P.M.	" Mon.
Ar. Columbus, Ohio.	10:43 P.M.	" Mon.
Ar. Cleveland, Ohio.	8:53 P.M.	" Mon.
Ar. Pittsburgh, Pa.	12:13 A.M.	" Tues.
Ar. Buffalo, N. Y.	6:45 A.M.	" Tues.
Ar. Harrisburg, Pa.	5:45 A.M.	" Tues.
Ar. Baltimore, Md.	9:00 A.M.	" Tues.
Ar. Philadelphia, Pa.	8:05 A.M.	" Tues.
Ar. Albany, N. Y.	6:30 A.M.	" Tues.
Ar. New York, N. Y.	9:50 A.M.	" Tues.
Ar. Boston, Mass.	12:25 P.M.	" Tues.



Our Airplanes arrive El Paso 5:30 P. M. connecting with the Texas and Pacific Railway's new, fine, fast train, *The Texan* which provides the fastest passenger-rail service from El Paso to the North and East.

The Texan uses oil-burning locomotives all the way. Its Dining Car Service is unexcelled. The equipment includes Standard Drawing Room Compartment Sleepers, also Observation Lounge Club Car, providing a De Luxe Service with no extra fare.

Sufficient time is allowed at El Paso to visit Juarez, if passenger so desires.

STANDARD-AIR LINE S

STANDARD-AIR LINE S



PASSENGER
AND
AIR EXPRESS

PASSENGER
AND
AIR EXPRESS

The Texan One of our De Luxe Airliners



THE FOKKER F-7 is the ultimate in luxury, being equipped with seats that invite relaxed comfort; wide, observation type windows; perfect heat control; insulation that permits talking in an ordinary tone of voice; and complete hygienic facilities. It is capable of speeds in excess of 140 miles per hour, being powered with the famous Pratt & Whitney "Hornet" motor which develops 525 horsepower. Following its well known policy of using the finest equipment procurable, STANDARD AIRLINES, INC., operate Fokker aircraft exclusively.

The Personnel of this Corporation comprises a trained staff of over 100 people

General Information for Passengers

RESERVATIONS—Reservation must be made and space allotted before ticket can be honored.

PASSAGE—Tickets between intermediate points sold subject to capacity booking of through passengers.

TRANSPORTATION—Fares include transportation to and from the Downtown Office and the Airport.

CANCELLATION OF RESERVATIONS—Cancellation of space assigned on tickets, which have been sold, will not be accepted less than 24 hours before departure of Airplane unless there is unsold space remaining at time of requested cancellation.

CHILDREN'S FARES—No reduction in fare for children occupying seats. Infants in arms under three years of age not occupying seats will be carried without charge.

PASSAGE CONDITIONS—Due to conditions over which we have no control, it is impossible to guarantee either maintaining of schedule or completion of trip. The Standard Airlines, Incorporated, reserve the right to cancel bookings either before passage or enroute, and passenger's sole recourse shall be the recovery of the proportion of fare paid as the distance untraveled bears to the schedule length of flight.

EQUIPMENT—Fokker Cabin Planes, with single motors, are used exclusively on the STANDARD AIRLINES; Planes are heated, and may be ventilated at the will of the passenger. Only ordinary clothing required. All equipment is under Government inspection, and our pilots are Transport Licensed men of proven character and ability.

INSURANCE—Insurance covering the journey is available at the Ticket Office of the Company.

BAGGAGE—25 pounds baggage transported free for each passenger. Limited additional baggage charged for at the Company's excess baggage rate. The Company's liability for baggage is limited, in any event, to one hundred dollars (\$100.00) per passenger.

J. T. WHITLAW,
TRAFFIC MANAGER

STANDARD AIRLINES, INC.
LOS ANGELES

TRAFFIC DEPARTMENT,
107 W. NINTH STREET
PHONE: TRINITY 6321



LEAVING LOS ANGELES at 8:00 o'clock, A. M., Pacific Standard Time, we fly East, passing directly over the Industrial Section of Metropolitan Los Angeles. On the left you will observe, in the center of the height limit buildings of the downtown business section, the new City Hall, its twenty-eight stories of white marble glinting in the sunshine, and looking beyond; you see the beautiful Hollywood Hills, with Mulholland Drive at the "skyline."



The business district of Los Angeles

On the right may be seen the Pacific Ocean, and Catalina Island in the distance, with Long Beach, Wilmington and San Pedro forming the great Los Angeles Harbor (the Southwest's Gateway to the World's Market.)

At an altitude of approximately three thousand feet, we fly smoothly onward, passing wonderful oil fields, with Signal Hill and Santa Fe Springs in full view. Again, on the left, can be seen Pasadena, Altadena, Sierra Madre and the historical San Gabriel Mission, which was founded by Father Junipero Serra in 1771; Mount Lowe, with its white domed observatory, a mile above sea level; Mount Wilson, 6100 feet high and San Gabriel Peak amid the Angeles National Forest; San Gabriel and Pomona Valleys now come into view, with Old Baldy (Mount San Antonio), towering in the distance; El Monte, Bassett, Puente, Walnut, Spadra, Whittier and Pomona, with Fullerton, Anaheim and Santa Ana, also Corona with its circle drive, providing the passenger on the "STANDARD AIRLINES" a wonderful vista of orange groves, vineyards, fertile fields and cities.



Whittier and its orange groves

On the left, the City of Riverside, with its beautiful buildings comes into view. Mount Rubidoux, renowned for its impressive Easter Services, and the Mission Inn, depicting the early history of California, and visited by thousands of tourists annually, are points of interest.



Mt. San Jacinto

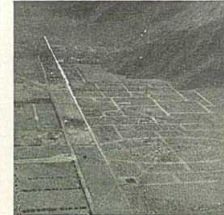


The new Los Angeles City Hall

the San Geronio Pass; Mount San Jacinto comes into view on the South, and San Geronio on the North, and we see through this natural gateway to the Coastal Region of Southern California.

The highest point in this pass being only some 2,200 feet, Beaumont is in full view. Directly to the left of the Plane, and some ten miles farther on, Banning, with its speedway, appears, this district being famous for its production of rich fruits—cherries, pears, etc.

Leaving the Pass, Palm Springs—world famous as a winter resort—nestles at the base of the mountains, and as the Air Liner speeds onward, Indio, in the Coachella Valley, appears; a few miles to the South, the town of Coachella and Mecca can be seen; in a few minutes the plane passes to the North of the Salton Sea, and the Air Liner's course follows down a desert valley. Below, the highway can be seen winding its way from Mecca to Blythe. Soon the Plane is passing over Desert Center, a small community, which is practically halfway between Los Angeles and Phoenix. Desert Center is an intermediate landing field.



Palm Springs, famous winter resort



Desert Center

Crossing the River: at Blythe, we are now in Arizona. To the North can be seen the Railway, as it runs through Wickenburg and Salome, made famous by the author, Dick Wick Hall. The Plane passes directly over the little settlement of Quartzite, with its marked landing field in full view. Crossing the Harquehalla Desert, the passenger's attention is next attracted to the Gila River on the right.

Leaving the Desert, the Air Liner enters upon the beautiful and fertile Salt River Valley, near Phoenix, giving the passengers a view of miles and miles of deep green, irrigated fields, surrounded on all sides by the ever-changing and colorful



The Colorado River forms the California-Arizona Boundary line

Continued on Page 3

Daily Service Schedule

Standard Airlines, Inc.

East Bound

Lv. Los Angeles	8:00 A.M. (P. T.)
Ar. Phoenix	1:00 P.M. (M.T.)
Lv. Phoenix	1:20 P.M. (M.T.)
Ar. Tucson	2:30 P.M. (M.T.)
Lv. Tucson	2:40 P.M. (M.T.)
Ar. Douglas	3:50 P.M. (M.T.)
Lv. Douglas	4:00 P.M. (M.T.)
Ar. El Paso	5:30 P.M. (M.T.)

West Bound

Lv. El Paso	9:00 A.M. (M.T.)
Ar. Douglas	10:30 A.M. (M.T.)
Lv. Douglas	10:40 A.M. (M.T.)
Ar. Tucson	11:50 A.M. (M.T.)
Lv. Tucson	12:00 A.M. (M.T.)
Ar. Phoenix	1:10 P.M. (M.T.)
Lv. Phoenix	1:30 P.M. (M.T.)
Ar. Los Angeles	4:30 P.M. (P. T.)

Passenger Rates Between Points on Standard Airlines

	Los Angeles	Phoenix	Tucson	Douglas	El Paso
Los Angeles	One Way	\$ 32.50	\$ 45.00	\$ 57.50	\$ 77.50
	Rd. Trip	TRAVEL 58.50	81.00	103.50	139.50
Phoenix	One Way	\$ 32.50	BY AIR \$ 12.50	\$ 25.00	\$ 45.00
	Rd. Trip	58.50	22.50	45.00	81.00
Tucson	One Way	\$ 45.00	\$ 12.50	SPEED \$ 12.50	\$ 32.50
	Rd. Trip	81.00	22.50	22.50	58.50
Douglas	One Way	\$ 37.50	\$ 25.00	\$ 12.50	COMFORT \$ 20.00
	Rd. Trip	103.50	45.00	22.50	36.00
El Paso	One Way	\$ 77.50	\$ 45.00	\$ 32.50	\$ 20.00
	Rd. Trip	139.50	81.00	58.50	36.00
					SAFETY

Parcel and Express Service

UNITED AIR EXPRESS



Lower Rates
Wider Usefulness

STANDARD AIRLINES, INC. are carriers for the United Air Express, the low-rate shipping service that serves commercial shippers throughout the West. Shipments are carried for 50c per package, plus a per pound charge based on distance covered.

Schedule and Rates Subject to Change Without Notice. Fare Includes Automobile Transportation to and from Downtown Office and Airport.

Condensed Schedule of Air-Rail Service to the North and East via El Paso, Texas in connection with the Texas and Pacific Railway

Fares indicated are one way from Los Angeles and include both Air and Rail passage.

	Los Angeles	Phoenix	Tucson	Douglas	El Paso
\$ 32.50	Lv. Los Angeles, Calif.	8:00 A.M.	Sat.		
45.00	Lv. Phoenix, Ariz.	1:20 P.M.	Sat.		
57.50	Lv. Tucson, Ariz.	2:40 P.M.	Sat.		
77.50	Lv. Douglas, Ariz.	4:00 P.M.	Sat.		
	Lv. El Paso, Tex.	5:30 P.M.	Sat.		
	Lv. El Paso, Tex.	7:15 P.M.	Sat.		
99.66	Ar. Fort Worth, Tex.	1:20 P.M.	Sun.		
100.80	Ar. Dallas, Tex.	2:25 P.M.	Sun.		
107.75	Ar. Shreveport, La.	7:40 P.M.	Sun.		
117.65	Ar. Memphis, Tenn.	7:00 A.M.	Mon.		
119.98	Ar. New Orleans, La.	7:30 A.M.	Mon.		
121.49	Ar. St. Louis, Mo.	8:20 A.M.	Mon.		

NOTE: The above fares are subject to change.

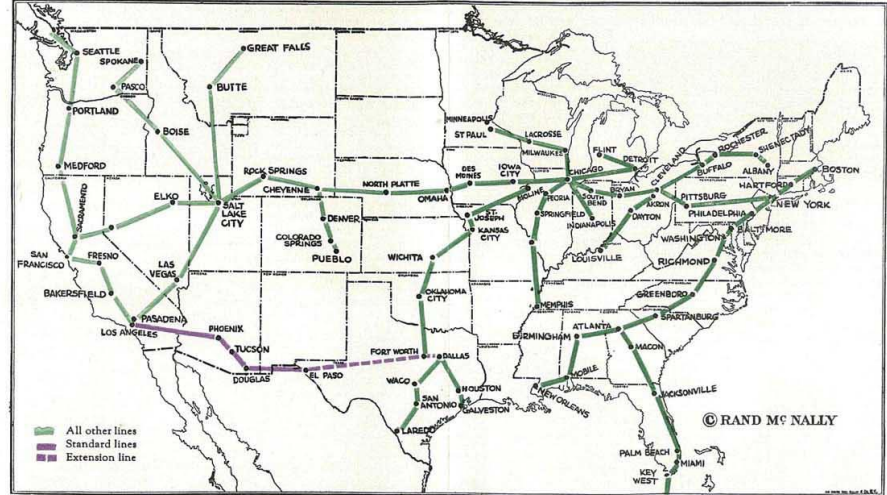
EXAMPLE	EXAMPLE	EXAMPLE
\$124.98	Ar. Birmingham, Ala.	3:20 P.M.
127.99	Ar. Chicago, Ill.	6:10 P.M.
130.36	Ar. Indianapolis, Ind.	1:55 P.M.
130.98	Ar. Atlanta, Ga.	8:40 P.M.
133.89	Ar. Cincinnati, Ohio	7:30 P.M.
136.85	Ar. Columbus, Ohio	10:43 P.M.
140.27	Ar. Cleveland, Ohio	8:53 P. M.
143.73	Ar. Pittsburgh, Pa.	12:13 A.M.
146.80	Ar. Buffalo, N. Y.	6:45 A.M.
152.56	Ar. Harrisburg, Pa.	5:45 A.M.
152.66	Ar. Baltimore, Md.	9:00 A.M.
156.12	Ar. Philadelphia, Pa.	8:05 A.M.
157.49	Ar. Albany, N. Y.	6:30 A.M.
159.36	Ar. New York, N. Y.	9:50 A.M.
164.15	Ar. Boston, Mass.	12:25 P.M.

AND ALL OTHER EASTERN POINTS

By operating its own Radio Network, Standard Airlines, Inc., is constantly supplied with latest weather reports.

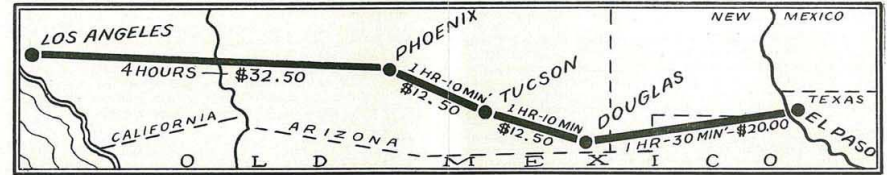
AIR MAP OF THE UNITED STATES

Indicating major Airlines now in operation.



Through the courtesy of Rand McNally & Co., of New York, we are reproducing one of their maps, giving an accurate understanding of the important service rendered by the operations of STANDARD AIRLINES, INC., in the field of Air Transportation.

ROUTE OF STANDARD AIRLINES, INC.



AIRWAYS CONNECTIONS AT LOS ANGELES

Lv. Los Angeles 10:00 A.M. (Maddux Airlines) Ar. Agua Caliente 11:40 A.M.
 Lv. Los Angeles 12:00 Noon (Maddux Airlines) Ar. Agua Caliente 1:40 P.M.
 Lv. Los Angeles 8:00 A.M. (Maddux Airlines) Ar. San Francisco 12:15 P.M.
 Lv. Los Angeles 12:30 P.M. Sat.-Sun. (West. Air Ex.) Ar. Tia Juana 1:30 P.M.
 Lv. Los Angeles 11:25 A.M. Daily (West. Air Ex.) Ar. Catalina 12:00 Noon
 Lv. Los Angeles 9:00 A.M. Daily (West. Air Ex.) Ar. San Francisco 12:00 Noon

PHOENIX	TUCSON	LOS ANGELES	DOUGLAS	EL PASO
Ticket Office: M E. Jefferson St. Telephone 5050	Ticket Office: Three One Taxi Co. Santa Rita Hotel Telephone 31	TICKET OFFICE: 107 W. NINTH ST. Telephone: TRinity 6321 Airport: Western Avenue at 94th Street	Ticket Office: International Airport Telephone 147-W	Ticket Office: Texas & Pacific Ry. Co. Corner San Antonio and El Paso Sts. Telephone MAin 128

(Continued from Page 2)

scenery of the mountains and desert, of the great Southwest. The Air Liner arrives at Phoenix at 1:00 P. M., Mountain Time.

Phoenix is the Capitol of Arizona, County Seat of Maricopa County. It is located in the wonderful Salt River Valley, the district being irrigated by one of the most successful irrigation projects in the United States. The principal industries are mining and agriculture. The many business blocks, beautiful hotels, schools, churches, and homes, impress the travellers with confidence in both the City and surrounding territory.

Leaving Phoenix at 1:20 P. M., the STANDARD AIRLINER soars upward, leaving the Salt River Valley, and after crossing a low range of hills, passes over the Gila River. To the right lies the Sacaton Indian Reservation, while the progressive towns of Chandler and Coolidge come into view on the left. Chandler, nationally known for its high percentage of sunshine has one of America's most picturesque and famous resorts—The San Marcos Hotel.



Downtown Phoenix



"Club Social" at Agua Prieta



Mission of "San Xavier del Boc"

In a few moments the Plane passes over Casa Grande National Monument, and the City of Casa Grande can be seen, located on the railway to the right, as the Air Liner speeds on towards Picacho, where the course of the STANDARD AIRLINER practically parallels the Railway, passing between two mountain ranges. The Santa Cruz Valley lies below, most of which is irrigated by wells.



Tucson, Arizona

Soon Tucson comes into view, and almost before the passengers are aware of the fact, it is 2:30 P. M., and the Plane has arrived at Tucson.

Tucson, from accredited records, is one of the oldest cities in the United States, having been chartered by the King of Spain in 1540. Rich as an agricultural and cattle raising district, it is particularly interesting.

Tucson is noted for its ancient Indian History. Nine miles to the South is located the historic "San Xavier del Boc" Mission, founded in 1692, by Father Kino.

Leaving Tucson at 2:40 P. M., the Air Liner passes between a series of mountain ranges. Following a straight course, the Plane passes near Fairbanks; Tombstone, the County Seat of Cochise County appears on the left, and soon, to the right, the mining town of Bisbee, nestled in the mountains, comes in view, and looking ahead, the passengers can see the smoke of the great smelters, near Douglas.



Douglas, Arizona

Douglas District forms one of the great mining centers of the state. It is 3:50 P. M., and the Plane arrives at the Douglas International Airport, located at the Border, with Agua Prieta, a colorful Mexican town just across the line—in Old Mexico.

Leaving Douglas at 4:00 P. M., the El Paso and Southwestern Railroad is visible to the left of the Air Liner's Course, and the white monuments on the boundary line between the United States and Mexico, can be seen on the right.

The Plane soars over the Coronado National Forest, and we are now in New Mexico. Hachita,



Street Scene, Juarez

an Army Post, comes into view, and in a few minutes, Columbus, New Mexico, which became nationally known by the raid of the famous Bandit, Pancho Villa—in 1914, is in full view of the passengers. The course of the Plane now affords an ever-changing scene of rolling plains and desert vegetation, and soon we are nearing El Paso, adjoining the fertile Rio Grande Valley.

This district is rich from an agricultural standpoint, bountifully irrigated by the great Elephant Butte Dam Project. El Paso is interesting... both historically and because of its close proximity to colorful Mexico. A few minutes drive to Juarez affects a fairly magical transition.

The Plane arrives at the El Paso Municipal Airport, Eastern terminal of STANDARD AIRLINES, at 5:30 P. M.



Street scene, El Paso, Texas

United Air Express

**A Modern Shipping Service
For Modern Business**

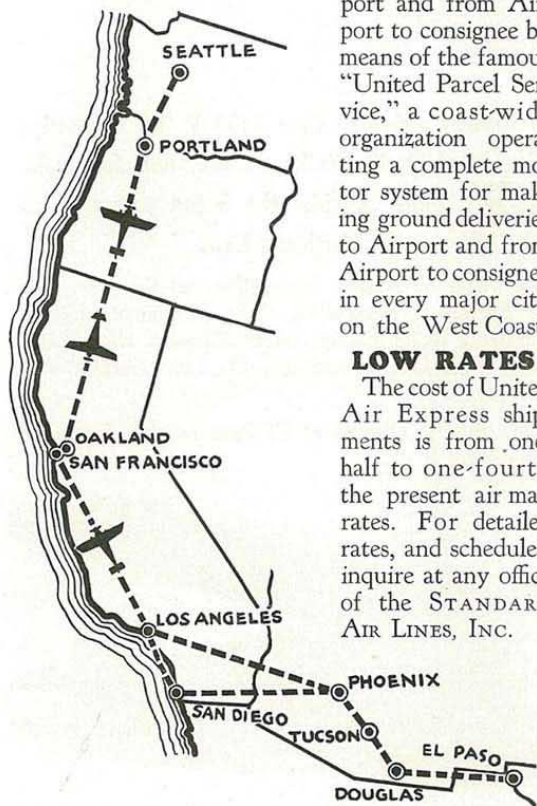
Air transportation meets modern business demands for *speed*. Now the United Air Express's new low rate meets business demands for *economy*. This new low-rate air express service is practical and economical for the shipment of practically all classes of medium-weight merchandise, and for the emergency shipment of rush orders, samples, machinery parts, and all other shipments up to 200 pounds in weight.

United Air Express operates over the principal established Airways of the West. Express shipments received for all points in Arizona, California, Oregon and Washington.

United Air Express makes ground deliveries to Airport and from Airport to consignee by means of the famous "United Parcel Service," a coast-wide organization operating a complete motor system for making ground deliveries to Airport and from Airport to consignee in every major city on the West Coast.

LOW RATES

The cost of United Air Express shipments is from one-half to one-fourth the present air mail rates. For detailed rates, and schedules, inquire at any office of the STANDARD AIR LINES, INC.



Complete Airplane Service

Student Tuition Course

The equipment of the Flying School is modern and efficient. The Student Course includes the necessary Flying Instruction, as well as the Ground Work required to qualify for a Government License. Full particulars, prices, etc., upon request.

Special Parties

Parties desiring to charter a ship for a special trip are requested to communicate with the nearest office for rates, etc.

Sight Seeing Trips

Local sight-seeing trips are being conducted daily over the City, Mountains and Beaches, at prices corresponding with the type and duration of flight chosen.

Sales Department

We are *Exclusive Distributors* for *Fokker Single Motored Planes*; also *Alexander-Eaglerock Planes*, in California and Arizona.

Parts and Supply Department

A full line of Parts and Supplies always on hand—not only for Fokker and Eaglerock Planes, but also for many other makes of Airplanes. A complete Supply Service is maintained at all times.

Repair and Service Department

Our Mechanical and Repair Departments are maintained at a one-hundred per cent efficiency point. Repairs can be made in short notice on any make of Plane, by skilled workmen, with equipment of the most modern type.

Estimates of cost of service, etc., furnished upon request.

Hangar Service

Hangar Rental Service, modern and up-to-date, for individually owned planes, available at reasonable rates. Full particulars upon application.

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