

# STANDARD-AIR LINE

# STANDARD-AIR LINE



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 untravelled 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.



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 glistening 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



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



Palm Springs, famous winter resort

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 Angelus 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 Plane now passes over March Field, one of the largest Army Primary Flying Schools, and as the Air Liner maintains its straight course, San Bernardino, Colton and Redlands may be seen on the left, with the San Bernardino Range of Mountains forming a background. The Plane soars onward, toward



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 Saome, 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 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.

Considerably over 100 miles per hour, the Air Liner speeds on, and soon the narrow ribbon of the Colorado River, winding its muddy course towards the Gulf of California, comes into view. The Plane is now entering the Palo Verde Valley, and the passengers can see the town of Blythe, on the West bank of the Colorado River.



The Colorado River forms the California-Arizona Boundary line

# 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	TRAVEL	\$ 32.50	\$ 45.00	\$ 57.50	\$ 77.50
	Rd. Trip		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
Tucson	One Way	\$ 45.00	\$ 12.50	SPEED	\$ 12.50	\$ 32.50
	Rd. Trip				81.00	22.50
Douglas	One Way	\$ 57.50	\$ 25.00	\$ 12.50	COMFORT	\$ 20.00
	Rd. Trip					103.50
El Paso	One Way	\$ 77.50	\$ 45.00	\$ 32.50	\$ 20.00	SAFETY
	Rd. Trip					

## 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.

EXAMPLE			
\$ 32.50	Lv. Los Angeles, Calif.....	8:00 A.M.	Sat.
	Lv. Phoenix, Ariz.....	1:20 P.M.	Sat.
45.00	Lv. Tucson, Ariz.....	2:40 P.M.	Sat.
57.50	Lv. Douglas, Ariz.....	4:00 P.M.	Sat.
77.50	Ar. 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.

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

NOTE: The above fares are subject to change.

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

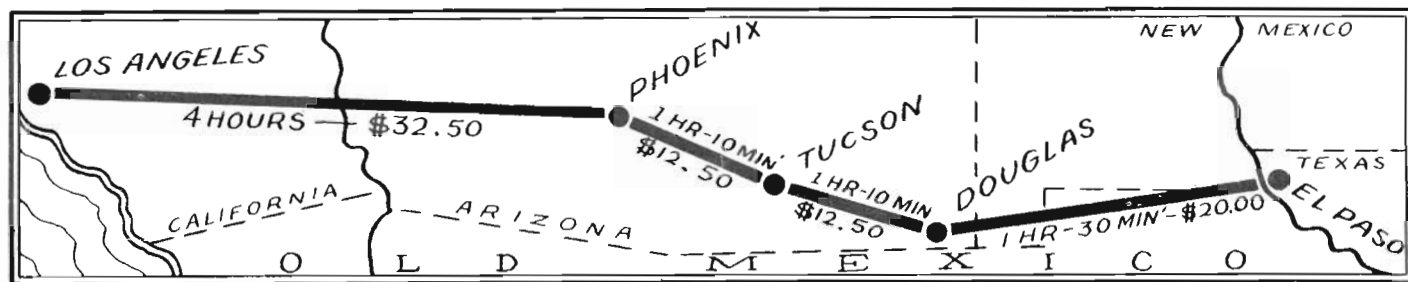
AIR MAP OF THE UNITED STATES

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

Ticket Office:  
 15 E. Jefferson St.  
 Telephone 5050

TUCSON

Ticket Office:  
 Three One Taxi Co.  
 Santa Rita Hotel  
 Telephone 31

LOS ANGELES

TICKET OFFICE: 107 W. NINTH ST.  
 Telephone: TRinity 6321  
 Airport:  
 Western Avenue at 94th Street

DOUGLAS

Ticket Office:  
 International Airport  
 Telephone 147-W

EL PASO

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

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,



"Club Social" at Agua Prieta



Mission of "San Xavier del Boc"



Street Scene, Juarez

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.

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.



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.



Street scene, El Paso, Texas

# United Air Express

**A Modern Shipping Service  
For Modern Business**

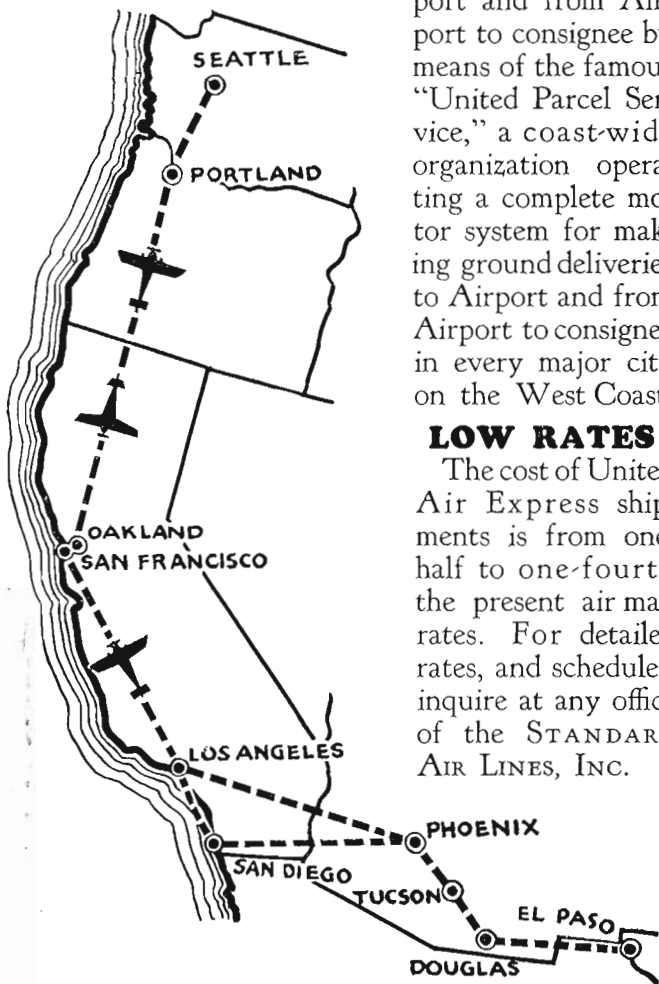
Air transportation meets modern business demands for *speed*. Now the United Air Express's new low rate meets business demands for *economy*. This new low-rate air express service is practical and economical for the shipment of practically all classes of medium-weight merchandise, and for the emergency 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.

## Aero Corporation of California, Inc.

Western Avenue at 94th Street  
LOS ANGELES, CAL.  
PHONE THORNWALL 1167

# 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>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.

*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.

