

# New Air-Coach Flights Readied

## Transcontinental Hops Scheduled for April 9

The Air Traveler

By Albert D. Hughes

Aviation Editor of The Christian Science Monitor

What is claimed to be the fastest "super de luxe" air coach service in the United States goes into operation April 9, when American Airlines inaugurates low-cost transcontinental flights in 70-passenger DC-6's.

American plans to offer the DC-6 trip for \$110, plus tax, from New York to Los Angeles. One stop at Chicago is planned on both eastbound and westbound trips. New York-Chicago fare will be \$35, plus tax. Departure from New York by the new service is scheduled at 10 p.m., from La Guardia Airport, with arrival in Los Angeles scheduled at 6:30 a.m.

Connections with the transcontinental air coach may be made from Boston as late as 8 p.m. by an American flight. Connections are also available from Western Air Lines at Los Angeles, putting the traveler in San Francisco at 9:15 a.m.

Thus, the new schedules clip four hours from the previous best air-coach time between New York and the Pacific Coast, and three and one-half hours from the DC-4 coach service eastbound.

Elapsed time of flights, therefore, is 10 hours and 5 minutes eastbound, and 11 hours, 45 minutes on westbound flights.

Three 52-passenger DC-6's formerly in American luxury flagship service, are being modified for air-coach flights. Berths a buffet, and coat closet have been removed to make way for more seats. More windows, new type reclining chairs, a smaller buffet, and less spacious closets are being installed. The modified planes will have overhead baggage racks for hand luggage.

R. E. S. Deichler, vice-president of sales for American, states that DC-6 air-coach interiors will be roomy and comfortable. Passengers will have access to large sight-seeing windows, and the new chairs are only two inches narrower than in the luxury versions.

He also discloses that telephone reservations, formerly prohibited by tariff regulations, are now permitted. Passengers starting or ending their trips at points other than New York, Chicago, and Los Angeles may now book passage on one through ticket, he added.

for July. These speedy modern planes will go into service on TWA's medium and short-haul flights, supplementing the fleet of 61 Lockheed Constellations in operation or now on order.

TWA disclosed that as the Martin 2-0-2's are delivered, they will replace the older and slower Stratoliners. The interim craft have a cruising speed of 265 miles an hour, tricycle landing gear, and reversible-pitch propellers. Self-contained steps are built into the aircraft and are operated by the stewardess, and there are provisions for carry-on luggage.

CHICAGO DAILY TRIBUNE: Thursday, April 6, 1950 Part 4—Page 6 H\* HR\* Part 1—Page 22

## LOW FARE PLANE BLAZES SPEEDY NEW TRAIL WEST

### Flies 300 Miles an Hour to Los Angeles

BY WAYNE THOMIS

[Chicago Tribune Press Service]

Los Angeles, Cal., April 5—The first 300 mile an hour low fare air service in history was demonstrated yesterday with the arrival of American Airlines' first DC-6 coach plane nonstop from Chicago. The flight was a warm-up for regular coast to coast low fare service to be provided daily beginning Sunday.

American is leading the scheduled air carrier segment of the country's aviation industry—by a narrow margin. At least two other major carriers are busy converting other types of high speed, pressurized airplanes into coach aircraft and have announced they intend to provide low-fare service over slightly different routes.

This activity results from the industry's effort to carve, beginning in 1950, an even larger slice of business from the nation's passenger travel potential. As of

## Airline to Cut Time On Coach Flights

Chicago Daily News April 1

The fastest transcontinental air coach flights in history will go into service April 9 when American Airlines begins low cost flights in 70-passenger DC-6 airplanes.

The new schedules will clip four hours from the previous best air coach time westbound between New York and Los An-

geles, and three and a half hours eastbound.

Coast-to-coast coach flights have previously been operated in slower 70-passenger DC-4 aircraft. Elapsed time will be 10 hours and 5 minutes eastbound, and 11 hours and 45 minutes on the return flight.

## Chicago Herald-American April 1 Tells of 4 Dazzling Days on Air Tour to Coast

BY ANN MARSTERS.

The art of public relations involves a number of things which the public, in general, knows little.

Therefore, we would like to give you a first-hand, eye-witness account of one of the most fantastic public relations programs ever perpetrated upon a representative group of newspaper reporters.

It all began when Rex Smith, vice president of American Airlines in charge of public relations, had an idea. Mr. Smith, being an ex-newspaperman himself, is forever having ideas—remarkable ideas which have made him, through years, a tremendous asset to various important enterprises.

Anyway, he decided something should be done to make western civilization aware of a new American Airlines coast-to-coast air coach flight. The new flight differs from the previous air coach service in that the big DC-6 planes are used, instead of DC-4's; it is faster by about four hours—and costs quite a lot less than the regular flights.

### 60 Reporters Flown to California

Getting back to Rex Smith's idea, he set the wheels of public relations in motion—and the result was a press preview of the first DC-6 air coach flight.

Sixty newspaper people, from the East and Midwest, took off on a four-day, California-bound trip—and what a trip it was. No one could have been more beautifully, excitingly, elaborately and efficiently entertained. We might add that veteran newspaper people are never impressed by anything—but Rex Smith and company achieved the impossible.

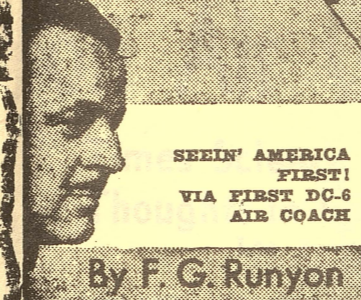
We left Chicago last Tuesday afternoon and landed in Los Angeles that evening—just in time to get dressed for a party at Hollywood's bright spot, the Macombo. This was the first of many magnificent parties given us, not only in Hollywood, but in Phoenix, Ariz., where we landed Thursday noon, and in Tucson where we spent Thursday night and Friday.

Always the big silver plane waited patiently to carry us from one spot to another. And at last it brought us back to Chicago in time for breakfast Saturday morning.

### Tells Colorful Greeting in Tucson

Looking back on those amazing four days, it seems incredible that so many activities could have been crowded into so short a time. Dinner parties, luncheon parties, cocktail parties, swimming parties—climaxed by a barbecue feast out

## Our City



SEEIN' AMERICA FIRST! VIA FIRST DC-6 AIR COACH

By F. G. Runyon

By T. G. WOOD

Managing Editor of The Independent (Pinchhitting for F. G. R.)

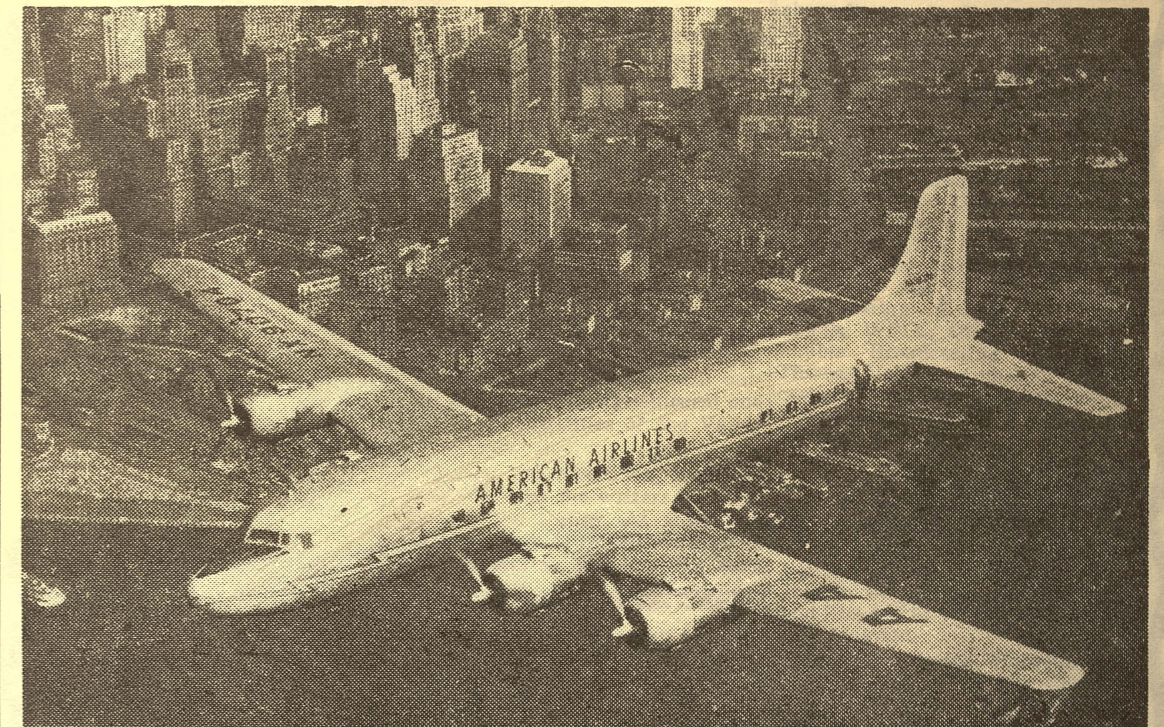
NEW YORK—Hi, Honey (This is supposed to be a personal letter to the missus, but if you don't mind you can peek over her shoulder. If we come to any intimate moments you can just shut your eyes and make like you're going through a tunnel):

A lotta people won't believe it, Honey, but there are millions in this land who have never flown one-stop across the country. Until this moment we were one of them. Made the trip Wednesday on the inaugural flight of American Airlines' DC-6 Air Coach service along with 52 other West Coast editors and radio men. Honey, it's a lulu. Takes 10 hours and 5 minutes air time at 300 miles an hour. If you'll put that sweeper down for just a minute I'll try to tell you something about the trip.

If you remember, it was just 9:45 a.m. when we took off from L. A. International Airport (you stood there on the coffee shop landing waving). It was foggy and dismal. We were all set for some bad weather, but it didn't happen. The takeoff was smooth as silk. Out of the dismal mist we rose first through a murky overcast, then into a bright mist and finally broke out above the clouds into brilliant sunshine. The bright blue sky above lent unbelievable emphasis to the sea of white clouds below that looked for all the world like a sea of gurgling milk. In the distance, the tops of mountain peaks protruded above the billowy white, our pilot took us up to 16,000 feet immediately and we maintained that altitude most of the way. The ship was pressurized at between 6000 and 8000 feet altitude.

FIRST \* \* \* We passed over Old Baldy, and you could see San Jacinto and San Geronio off in the distance. We went over Lake Gregory, then, off to the right, we spotted Lake Arrowhead and finally Big Bear. The pilot turned on the loud speaker to say we were taking the "line" to "the

# American Airlines Flies New Ships to New York



'TEN HOURS OF AMERICA!'—Here's American Airlines' DC-6 Air Coach over Manhattan Island. Managing Editor T. G. Wood of The Independent, along with 52 other West Coast editors and radio men, flew into New York City Wednesday night on the inaugural transcontinental passenger flight of the new service. "It can give you more of America in 10 hours than you'll get in a lifetime of travel, and for travel it's really cheap," he wrote. (See Our City, Page 1)

believe capable of any emotion at all. Every color you ever imagined flashed up at us out of the canyon as the sun broke through the scattered clouds we encountered. You couldn't help thinking as you floated along that you were hanging suspended in the air and somebody was pulling the landscape along beneath you. And what landscape!

About high noon we came in over Monument Valley, and by 12:42 we were flying over the Rocky mountains just east of Grand Junction, Colo. It just occurred to us at that moment that ordinarily this was just about the time Kim (Blair), Bill (Bird) and Ed (Essertier) usually strolled over to Nash's for lunch. The thought was interrupted by the plane's stewardess, who was pushing a huge box lunch in our lap.

We were about to bite into a hunk of cold chicken when famed Pike's Peak appeared under our left wing, and the pilot came on the "inter-com" and said, "Folks, there is Denver out there under our left wing. It is about 40 to 50 miles away." He said we were about halfway to Chicago and that from here on we would be flying over the mid-continent

up to 17,000 feet. The pilot announced it would be a 2-hour, 33-minute hop to New York, and we nudged off to sleep again. Five minutes out of New York the pilot awakened us just as the most unbelievable panorama began to spread out below. From pitch dark countryside we began to fly in over an ocean of lights. We dropped down to about 4000 feet as we flew in over New York. We flew down the East river over the Battery, back up the Hudson river and completely around fabulous Manhattan Island. The Indians certainly were cheated. We saw the Statue of Liberty and all of the big buildings ablaze with lights, sight we'll never forget. (Tunnel, folks: Honey, this air coach flight comes in over New York every night at this time. It can give you more of America in 10 hours than you'll get in a lifetime of travel, and for travel it's really cheap. Save our nickels and you and Jimmy can make it in the fall.)

We landed at LaGuardia Airport at 8:45, but in New York they said it was 11:45.

OF COURSE you didn't expect us to go right to bed. We didn't. A bunch of the boys

## DC-6 Air Coach Service Opens Travel Vista

### San Francisco News 70-Passenger Ships Going in Operation

By Roger Williams

The News Aviation Writer

NEW YORK, April 7.—Speedy transcontinental air transportation for Mr. and Mrs. Average Citizen trying to make a dollar stretch as far as possible becomes a reality Sunday when American Airlines inaugurates the first DC-6 air coach service between New York and California.

The new coast-to-coast flights aboard the 300-mile-an-hour Douglas transport planes will clip four hours from the best previous air coach time between here and Los Angeles on 70-passenger DC-4s.

C. R. Smith, American Airlines president, announced today that elapsed time on the DC-6 air coach flights will be 10 hours and five minutes eastbound and 11 hours

Cleveland Press April 6



# Flights Set for Common Man

By JANE OLDS  
Press Staff Writer

LOS ANGELES, Apr. 6—A new coast-to-coast air service without the frills will open for the common man and his misse Sunday.

The new American Airlines service, called the fastest transcontinental air coach flight, has one eastbound and one westbound flight per day between New York and Los Angeles with one stopover in Chicago.

Cost of the bestbound flight for Cleveland passengers, who must board the plane in Chicago and get there by whichever air service is most convenient, is \$104, a saving of about \$50.

The 300-miles-an-hour flight clips about four hours from the best previous air coach time between New York and Los Angeles. The coach travel time from Cleveland is 10 hours and 5 minutes.

American's air coach passengers ride in a DC-6, which has been converted from a 52-passenger liner to 70-seat capacity.

It eliminates the luxury meal service, but restaurant accommodations are available at the Chicago stop-over, or passengers may purchase box lunches in the plane. Coffee is available at all times.

Sixty newspaper and radio people from the eastern states participated in a "dress rehearsal" flight of the coach this week.

## S.J. Reporter On Air Trip

### To New York

San Jose Mercury Herald  
Benny A. Phillips, reporter for the San Jose Mercury Herald, is one of 50 California reporters being flown across country this week on a pre-inaugural schedule of American Airlines.

The newspapermen left Los Angeles for a mid-week visit in New York. A group from Eastern cities will then be flown to Los Angeles.

The regular 70-passenger DC-6 air coach flights will begin Easter on daylight schedules. Service will be four hours faster westbound and three and a half hours faster eastbound, according to the airlines.

1949, the aviation carriers were credited with lifting nearly 35 per cent of all travelers—from 7 per cent 20 years ago, when air travel gained its first real foothold.

#### Frills at Minimum

The trend toward coach plane and low fares is the answer of the scheduled airlines to the few remaining rugged individualists among the nonscheduled airlines.

The nonscheduled lines proved that it was possible to make a profit by cutting fares and depending on volume traffic, plus a minimum of frills such as multiple flight attendants and meals aloft. Now the big lines are driven to the same type of service.

American, TWA, Eastern, Northwest, and United among the major scheduled lines tried out the coach approach during the last year—after engaging in a running fare war and utilizing a series of "family fare plans" and "mid-week travel plans" which were disguised methods for lowering fares and attracting new riders. These try-outs were on obsolescent DC-4 or DC-3 equipment of pre-war or war-time vintage planes.

#### Fares Are Reduced

Now, by converting the newest and latest type planes—DC-6s and Constellations—the big carriers are providing at coach prices the same speed of transit their premium domestic and overseas trips offer. The new fares will be about 60 per cent of the previous first class ticket costs—with mileage prices going from about 5.5 cents a mile to 4 cents a mile.

American's flight yesterday left Chicago at 2:40 p. m. and arrived in Los Angeles 7 hours 45 minutes later—even tho bucking a 65 mile headwind all the way. Capt. Ralph Johnson flew at half a dozen heights from 10,000 to 20,000 feet seeking less opposition but never found it. In a less speedy plane [DC-4 at 210 miles an hour and DC-3 at 180 miles an hour] the same trip would have required from 11 to 15 hours.

Among riders aboard the consensus was: "The new coach is the most service for the least price ever offered." The cabin of the DC-6, which ordinarily holds 52 passengers for premium flights, was re-arranged for 70 seats which were comfortable altho not roomy. No meals are served aloft and it is expected that the fashioned lunch will become

#### San Francisco Chronicle Daylight Air Coach

#### Between L. A. N. Y.

A new 300-mile-an-hour daylight coach service between Los Angeles and New York, starting Easter Sunday, has been announced by American Airlines.

The service, using DC-6 aircraft to replace the DC-4s presently on the coach runs, will clip four hours off the westbound flight time and three and a half hours off the eastbound time.

Our reception in Tucson, for example, was quite something. We were met by Mayor "Happy" Houston, numerous civic leaders, and an onslaught of pistol-shooting "vigilantes," led by a great guy named Manny Celi.

Only one thing was lacking during the entire trip, and that was an unimportant item called "sleep." But none seemed to miss it, at the time, being constantly awake to the fact that public relations certainly is a wonderful thing.

## First Class Flavor Given to Box Lunch Air Liners

### Fast Daylight Coaches Offer Same Scenery, Less Elbow Room in Cross Continent Hop

Journal Staff Correspondence  
Los Angeles, Calif.—Air coach service—the low fare passenger system which has become one of the most important developments in postwar commercial aviation—entered a new phase of its growth Sunday when American Airlines started the first transcontinental coach schedules using converted DC-6 "luxury" planes.

The huge, four engined ships, which cruise at more than 300 miles an hour, formerly had been restricted to the regular, higher priced service. They are capable of clipping four hours from the previous best air coach time from New York to Los Angeles. With only one stop, at Chicago, the total elapsed time from coast to coast is 10 hours 5 minutes eastbound and 11 hours 45 minutes westbound.

Ever since air coach was started by scheduled air lines late in 1948, older and smaller planes had been used on those flights, so as not to compete with the first class service. Coach flights also had to originate at night, according to a policy set down by the civil aeronautics board.

#### Starts in Morning

Under the new American Airlines coach schedule, however, the westbound flight will leave New York at 10:25 a. m., eastern time. The eastbound flight will take off from Los Angeles at 9:45 a. m., Pacific coast time.

This combination of daylight departures and use of first class planes demonstrates how far air coach has come in its brief history. Not all of the scheduled air lines, however, agree on the worth of air coach as a permanent help to the industry. Opponents have contended that the lower fares would draw customers away from the regular, first class air service.

Those who support air coach say that its long range value is in attracting "first riders," people who take their first plane flights because of the lower fares. Once they are sold on the idea of traveling by air, they will switch to the higher priced, luxury service, proponents say.

#### Added 18 Seats

Eighteen seats had been added to the plane, raising the capacity from 52 to 70 passengers. A box lunch replaced the hot dinner served on first class flights. The center aisle was narrower through most of the

plane because of the added row of seats on one side.

Because of these and other changes from the regular service, the fare is cut to 4c a mile from the first class mileage fee of 5.5c a mile. A coach flight from New York to Los Angeles, for example, costs \$110, without tax, compared with \$157.85, without tax, on the regular basis.

But the flying time and the scenery were just as good as on a first class transcontinental air trip. The plane made the trip from Chicago to Los Angeles in 7 hours 45 minutes. It would have taken three to four hours more with the air coach planes formerly used.

#### No Change in Mountains

The midwestern plain stretched as broadly, 20,000 feet below, for the low fare passengers as it would have for the luxury riders. The peaks of the Colorado Rockies shone just as grandly in the afternoon sun. The contrast between drizzly, cold Chicago in the early afternoon and warm Los Angeles in the early evening was just as striking.

How far other air lines will go toward offering similar daylight schedules and modern equipment for air coach riders is a moot point.

Right now, only Northwest and Capital Airlines, of the four major air line companies in Milwaukee, run air coach service through the city. Both use DC-4's. The nearest coach connection for American Airlines is in Chicago. United Air Lines has coach schedules only on the west coast.

#### Others Are Watching

In general, the industry seems to be waiting to see what will happen to American's new coach setup. If the lower rates, fast planes and daytime departures attract enough new riders, without cutting too much into regular patronage, chances are that other air lines will start similar coach schedules. American has until the end of the year to work on the experiment, with possible extensions available after that.

A preinaugural coach flight from New York to Los Angeles on a DC-6 was made last week to demonstrate the service.

circle" route to New York. He headed straight east for Las Vegas. You'll never believe it, but going over Apple Valley we spotted our cabin-site land from the air with no trouble at all, the same land it took a year to find on the ground. We could just make out Las Vegas as we went over Nevada, and Lake Mead looked like a big wash basin.

At 11:10 we began to pass over the Grand Canyon. What a sight. Anybody who has never seen the Grand Canyon from the air has never seen the Grand Canyon. We flew over it for almost 25 minutes, its incalculable beauty ejecting "Ohs" and "Ahs" from old-time newspapermen you wouldn't

## Air Coaches to Fly Faster

### American Airlines to Improve Service Detroit News 4/9

An innovation in the air transport industry is the inauguration today by American Airlines, Inc., of transcontinental air coach flights using the most modern equipment in daylight hours.

Heretofore, the still comparatively new air coach services—at reduced rates and without frills—had been conducted with older, slower equipment and during the off-peak traffic hours between midnight and dawn.

#### USE POSTWAR PLANES

American's flights are being conducted with 300-mile-an-hour Douglas DC-6 postwar airliners, fitted with 70 seats instead of the customary 52.

The daily westbound flight, originating in New York, will reach Los Angeles before sundown, while the eastbound flight will reach New York shortly after dusk, permitting travelers full daylight for the scenic western portion of the journey.

Detroit travelers may board the coach flight at its one intermediate stop—Chicago.

Many industry leaders hold to the theory that air coach operations should be limited to older equipment and during the off-peak hours, feeling that unlimited coach operations with modern equipment may bankrupt the industry.

#### POLICY IS DEFENDED

C. R. Smith, president of American Airlines, defended his company's action by declaring that the faster DC-6 costs less per plane-mile to operate than a DC-4 and because of its higher speed provides a more efficient service for both company and passengers.

The single stop at Chicago permits fueling of the aircraft and airport meals for the passengers at their own expense. No meals

He wasn't kidding, either. Through Kansas, Nebraska, Iowa and Illinois it was a vast sameness. The ground below looked like a huge patch-work quilt, the sections of land marked off in tan, gray and black squares at this time of year. Later they will turn to green and golden patches. We watched so much patch work flash by we finally fell asleep. At 4:30 the stewardess awakened us and said, "We're in Chicago, Sir."

IT WAS 6:05 by my wrist watch when we took off from Chicago for New York, and it was dark (8:05 CST). It was chilly and misty. Jumped right

## Arizona Daily Star (Tucson) April 9 Visiting Press Royally Feted During 2-Day Pause in Tucson

Sixty newsmen from eastern cities climbed aboard an American Airlines DC-4 early yesterday morning and headed homeward satisfied that Tucson had provided them with a pleasant welcome.

The American Airlines "news cruise" of the southwest climaxed here with a tour of Tucson guest ranches, a cocktail party and western barbecue.

Every member is expected to write some kind of a story when he gets home—but it's strictly a formality, and not necessarily a serious attempt to interpret Arizona to the east.

He writes this token story in appreciation and part payment for his selection as a member of the junket. A week's debt paid off in a few hundred words, he returns to whatever routine duties he pursues all year long.

He was not so much interested in what he saw in Tucson as in how he was treated.

"If we were working," said Joe Purcell of the Boston American, "we'd scarcely learn about Tucson by visiting one guest ranch after another. What thrills us is that after years of reporting, years of watching big shots clamber down from airplanes on visits, years of laughing at the corny welcomes they receive, we get to see the other side of it. We climb down, we make the visit, we get welcomed, wine and dined—and brother, it really gives you a charge when you're on the receiving end."

Purcell covered the "mercy death" trial of Dr. Herman Sanders in New Hampshire, and filed more words on the proceedings than any other reporter.

The group didn't stick to the Sunshine Climate club schedule for the day. A couple of them sneaked off to Nogales, a carload went to "Lemmon mountain" as Kay Reese of Time magazine called it, and others broke away from the mimeographed itinerary and prowled around for themselves.

"You've got everything out here," Jack Angel, of WMAQ, Chicago, remarked. "But we don't hear about it back east. Why don't you tell people about it?"

"I feel silly wearing a hat like this and this sort of dress," apologized Jane Olds of the Cleveland Press to a Tucsonan in levis. "I go

went over to hear Eddie Connor's New Orleans Ragtime Band, and then we went to a place called Club 181 on Second avenue. Honey, I'm telling ya, the census man is going to have a devil of a time trying to find out who is what in that place. Wow!

It's true what you read in the newspapers about New York. We're shackled up at the Waldorf-Astoria, and there is a big sign on the mirror in the bath room which reads, "Attention, New York's water supply is critically low, please be economical." But they don't have to worry about a great conflagration here. There's plenty of firewater in New York.

and 45 minutes westbound. Three of American's DC-6s formerly used in the regular plush flagship service has been enlarged to seat 70 passengers instead of 52.

#### INCREASED CAPACITY

This increase in seating capacity will enable the company to continue to offer air coach service, introduced last December on DC-4s, at the same low fares of \$110 coast to coast.

San Francisco air travelers will be able to take advantage of the service by using the regular American Airlines flights to Los Angeles or Western Airlines' coach service to Southern California, where the New York connection can be made, for \$9.95.

"We eventually hope to have the air coach service from San Francisco to New York, if this works out satisfactorily," declared Mr. Smith.

A preview of the new service was given a group of 51 newsmen, radio announcers and magazine writers on a Los Angeles to New York flight arriving here shortly before midnight Wednesday. The same group returns to California by air coach today.

When we boarded the plane we were advised by airline officials on the trip that a regular air coach flight would be simulated so we'd know exactly what air coach passengers would experience.

#### 'YOU'LL ROUGH IT'

"You'll rough it and love it on this flight," they said.

Well, the "roughing," if that it can be called, included only slightly closer seating quarters and a box lunch instead of the usual hot meal that is served on the flagship trips aboard the 52-passenger DC-6s. An hour stopover in Chicago gave ample time for dinner in the airport dining room.

Another innovation was the first all-daylight air coach flight, thus enabling passengers to view the beauties of the Grand Canyon, the snow-covered Rocky Mountains, famed Pike's Peak and the winding, muddy courses of the Missouri and Mississippi Rivers.

The regular air coach flights will also be made in daylight, with the same flying times as American's "Mercury" schedules, the company's luxurious coast-to-coast services. The daily westbound flight will reach Los Angeles before sundown while the eastbound trip will set down at La Guardia Airport in New York shortly after dark.

#### 18 SEATS ADDED

Extensive modifications have been made in the air coach planes. Eighteen seats have been added and in order to make room for them berth facilities, a large buffet and a coat closet were removed, while a smaller buffet and less spacious closets were installed. Actually, the chairs are only two inches narrower than in the luxury version.

The air coach fare of \$110 is \$47.85 less than the regular fare on the flagship flights. Coach fares between New York and Chicago are \$35 and between Chicago and Los Angeles \$85. The speedy service and low rates are designed to bring air travel within the reach of the average person's pocketbook and if it proves as popular as expected it can hardly miss booming

to work dressed like this back home."

Gerald Kloss of the Milwaukee Journal shuddered. "It's snowing back home," he mumbled. "You've certainly got the weather here."

Jeanne Gilbert of the New York Daily Mirror never had fewer than six male colleagues in attendance. She's what those same writers would call in their stories an "attractive blonde."

"I told them I'd wear this sombrero into the office tomorrow," she said. "It'll look silly in downtown New York, but I'm going to do it."

"Wish I could stay awhile," mused Harry Ryan of the New York Daily News. "This is the sort of place that makes you want to stay."

The consensus was that the visit would have been a flop if the gathering of news material was its prime objective... but that it was an overwhelming success as a vacation from work and cold weather in the east.

Friday, the group's arrival day, was spent stopping at various guest ranches, and generally sopping up Tucson sunshine, atmosphere and other attractions.

Yesterday, after more ranch visiting, the newsmen were guests at a Tucson Country club cocktail

party and a barbecue at the Tanque Verde ranch. Highlight of the evening was the appearance of the Tucson Boys Choir.

Ralph Radcliffe of American Airlines was host for the Tucson stopover, and Russ Soden of the Sunshine Climate club arranged the itinerary and handled accommodations. Sheriff's deputies on motorcycles spent two days escorting the group around.



## PRESS RECOGNIZES NEW ERA IN AIR TRANSPORTATION

Shown here are representative clips from key cities covered by press representatives on American's pre-inaugural air coach flights conducted the week prior to the start of service. One hundred ten east and west coast newsmen, radio and television representatives made the transcontinental trips.

### EAST SIDE, New York Journal-American WEST SIDE 4/10 Air Coach New Travel Innovation

By FRANK CONNIFF

LOS ANGELES, April 10.—I got asked along for the ride when American Airlines inaugurated its latest gimmick to prove that the flying machine is here to stay, a cut-rate coach service stripped of the frills attendant upon the plushy regular flights.

The minions of Mr. C. R. Smith, president of American, have been busily briefing me on the difference between the Air Coach and the orthodox service, but I'm swoggled if I can tell the difference. So what if you have to get along with only one hostess instead of the customary two? I could never spot which one had the Toni anyway, and one hostess is enough for any party, I always say.

Then they've ripped out the kitchen and dispensed with magazines and other trivia not necessarily essential to getting you there fastest for the leastest. I cry a blessing on both these innovations. Food in flight has never been anything but a time-passer in this gourmet's guidebook, while people who wait until boarding an airplane before browsing into the periodicals seldom haunt libraries when grounded.

I nurse the notion that most confirmed air customers are going to buy the simplified, economy-size flight once they get used to its selling points meaning a revolution.

The big selling point will be

the price, a tidy shave from the regular rates. People who find their fares pared almost one-third, are not likely to become nostalgic for the good old days of magazines, meals-in-flight, and two hostesses to a customer.

You take the coach flight to the Coast, for instance, of which this hop is the trail-blazer. The cabin is as suave and luxurious as on the usual run, but there are 70 seats, instead of the orthodox 52. The extra revenue from those 18 fares plus the savings on non-essential services enable American to hack the coast-to-coast fare from \$150 to \$110. My handy little arithmetic table tells this represents a saving of \$40, not to be sniffed at in this era of a rising cost of living.

Yes Sir, comes the revolution in air styles and the big companies are going to find the customers yelping for the stripped down job instead of the one with the posh. I thought the airline geniuses would be alarmed over the possibility of creating a Frankenstein with their coach deal, but not so. They'll be mighty tickled if the coach service clicks and even eclipses the old deal in pulling power.

The big idea, said Rex Smith, an admitted genius, although only a vice-president, is to push the rates down as far as possible. The

big idea, he went on, is to make the masses, air-conscious as well as the rich and comfortably fixed. Get the big idea, folks?

They're starting their coast-to-coast experiment with one regularly scheduled flight per day but the schedule will be increased in proportion to the demand. We zoomed out of La Guardia at 10:25 a. m., the regular departure time on West bound coach flights, dunked down at Chicago less than three hours later and then sped straightaway for Los Angeles. We arrived at 7:10 p. m., Pacific Coast time, with a full evening ahead of us and a pleasant trip behind.

What'll these airline geniuses think up next? It was my first daytime flight over this big wonderful land of ours, and it ain't bad, my countrymen. It'll be quite a nation when we get finished. Our admirers in the Kremlin should take a gander at it, rich, teeming vastness before they make with the war medicine.

America the beautiful, God shed his grace on thee, and you really know it after glauiming it for seven hours from the magic carpet called the DC-6.

California, here I am. I'm going to be here for two days and if I like it I may run for governor. They tell me you're practically of pioneer stock after you've been here for 24 hours.

Scripps-Howard papers  
April 7

## Aviation Coast-to-Coast \$110 Flights to Test Air Coach

By MAX B. COOK,  
Scripps-Howard Aviation Editor.  
Easter Sunday will bring the fastest air travel in history to the average man at new low prices.

He will be riding in a de luxe continent in a matter of 10 to 12 hours at five miles per minute. And he will be flying four miles high.

He will be riding in a deluxe DC-6 airliner but will be paying a coach fare of approximately 4½ cents per mile. His comfortable seat, it is true, will be two inches narrower than that occupied by a passenger in a DC-6 luxury Flagship. But he won't care about that. He'll get to his destination just as fast.

He'll get coffee. He'll be comfortable. It's true he will have no complimentary meals. But he will get coffee with the sandwiches he brings. The customary magazines will be missing, but he can bring his own reading matter.

Domestic aviation's most important test of fast, de luxe transcontinental air-coach travel opens Sunday, when American Airlines begins the fastest air-coach schedules ever tried. Four hours will be clipped from New York to Los Angeles air-coach flight time; three and a half hours from east-bound time.

Although most flights will be completed in daylight, the speed element is not the important one to the average man. He will be able to get from coast to coast for \$110. Compared with a five-day auto trip or a three-day train trip with meal, berth or hotel expense, it will be much cheaper and he will

## Writer Finds Peace on Air Coach Trip

### Times Science Editor Describes Thoughts in Space Over Oklahoma

Los Angeles Times  
BY WILLIAM S. BARTON

ABOARD AIR COACH (over Oklahoma), April 5—It's peaceful up here, 20,000 feet above the red earth of Will Rogers' State. Mr. Douglas' flying hotel is racing toward New York at 310 m.p.h. But, when you shut your eyes, you imagine you are loafing in that easy chair at home.

A thick white cloud blanket, far below, further insulates the 70 passengers aboard American Airlines' redesigned DC-6 space ship from earthly turmoil. It's a space ship in the sense that, being pressurized, you fly comfortably through a semivacuum. Also, the plane has climbed so high into space that even rains and bad weather have been eluded.

#### Fine Place to Think

What a place to think! In 12 seconds you're a mile ahead of the thought. On this particular

make of plane, we thought, inescapably, of a slim freckle-faced boy we went to Sunday school with in Pasadena. The teacher wasn't pleased when the 8-year-old brought a toy plane to church.

The boy is now Arthur E. Raymond, vice-president of Douglas Aircraft Co., in charge of engineering. Raymond's genius, all agree, played a vital part in the design of all Douglas planes, including the DC-3.

#### Passed Cruel Tests

As the latest DC-6 banks, you may look at the wing. We aren't worried, for one thing, because, four years ago, we saw the first DC-6 being subjected to a variety of torture. Tons of lead were loaded on wings, the entire fuselage was loaded with huge tanks of water, and hundreds of strain gauge "patches" were plastered

## 50 Eastern Writers Visit City Tomorrow

Phoenix Gazette 4/5

Fifty Eastern writers will make a one-day visit to Phoenix tomorrow.

The Chamber of Commerce, still suffering "the slings and arrows of outrageous fortune" from the cold and rainy week in December, when another group of newspaper and magazine scribes visited here, is planning a warm welcome.

An American Airlines DC-6 is scheduled to land at Sky Harbor at 11:30 tomorrow morning. The writers will be taken to the Royal Palms Inn for luncheon and will be welcomed to Phoenix by John L. McAtee, chamber president. J. Howard Pyle, KTAR program director, will outline the industrial, agricultural and tourist potentialities of the Valley of the Sun.

During the afternoon, businessmen will take the writers on tours around the Valley. At 4:30 they will be guests at the Kiva Club and have dinner at Bud Brown's Barn at 6:30 p. m.

The writers, on their way East from the West Coast, will leave about 9 p. m., for Tucson.

In the party are:

From New York: Ansel E. Talbert, Herald Tribune; Frank Coniff and Joe Cohen, Journal-American; Mrs. Jeanne Gilbert, Daily Mirror; Harry Ryan, Daily News; Pete McElroy, Post-Home News; Fred Graham, Times; Dick Carter, Daily Compass; Bruce Blossat, Newspaper Enterprise Association; Fritz Kahlmenberg and Charles Burris, Teleneus; Jim Fleming, National Broadcasting Company; Walter Engels, WPIX; Chet Burger, Columbia Broadcasting System; Thomas Velotta, American Broadcasting Company; Marian Glick; Jim Obyron, Mutual Broadcasting System; Charles Adams, Aviation Week; Claire Cox, United Press; Mary Jo Connolly, International News Service, and Natalie Gittelson, Seventeen.

Washington: Cornelia Ball, News; Herman F. Schaden, Star; Joseph B. Byrnes, Times-Herald, and Richard G. Worchester, American Aviation.

Boston: Edward Holland, Record; Leavitt Morris, Christian Science Monitor; Charles Collins, Herald; Cameron Dewar, Traveler; John Griffen, Sunday Post, and C. G. Morris, WBZ.

Philadelphia: Frank Rosen, Inquirer.

Baltimore: Edward Ballard, News-Post.

Hartford: Maurice Cronin, Courant, and Albert D. Price, Times.

Providence: Chester A. Spooner, Pawtucket Times.

Bridgeport: John Innis, Post-Telegram.

New Haven: Karl Dahlquist, Journal-Courier.

Springfield, Mass.: William Dwight, Holyoke Transcript.

Chicago: Wayne Thomas, Tribune; Bob Kleckner, Sun-Times; Anne Marsters, Herald-American; Walt Green, News; Bill Wolfan, WBBM; Jack Angel, WMAQ; Rachel Ann Rotoff, WENR, and

on the ground, the plane was "flown through storms" never encountered aloft.

We know that, as a guest, we should mention that this flight, via American Airlines "marks another milestone" in transportation. Henceforth, you don't have to be wealthy to eat breakfast in Los Angeles and dinner in New York.

#### Travel Without Frills

Moderately priced regularly scheduled transcontinental flights in the fastest luxury coaches are here—without frills. They serve box lunches instead of caviar.

Although it dates you, you can't help thinking of how you once rode your bicycle over to Washington Park, Chicago, to see the Wright brothers take off in their flimsy craft. But, they broke a world's record by flying

## FLORABEL MUIR Reporting

Los Angeles Mirror 4/6  
More than twenty years ago I traveled across the United States by air on a publicity junket inaugurated by the Western Air Express to introduce their "big" passenger planes built by Fokker.

We flew only by day, sleeping nights in hotels along the way and it took more than a week because we were tied up in Alabama by bad weather.

We had a lot of fun on the trip because the folks in the various cities and towns had not seen so large a flying ship before and gathered to look us over as if we'd been celebrities.

The trip was of such general interest I wrote an article



## Air Coach Set to Span U.S.

### \$220 Round Trip Woos Vacationists

By Leavitt F. Morris  
Travel Editor of  
The Christian Science Monitor

Los Angeles  
California is now within the financial reach of the average two-week eastern vacationist.

Likewise, the East also can be economically reached by the Californian who has limited amount of time for vacation holidays. Beginning on Sunday, April 9,

schedules. Only one stewardess is carried in contrast to two on the luxury flights. No meals are served aboard the coach flight. No magazines are provided.

There will be only one stop made on this new coach service to the coast—Chicago. Passengers will be allowed about 35 minutes to get a lunch or buy a box lunch which they may take aboard the plane.

Christian Science Monitor 4/7  
the vicinity of Cleveland and the area north of Toledo, along the Indiana-Michigan state line, over the tip of Lake Michigan, and into Chicago Municipal Airport.

After a pause for meals and servicing the plane, the plane takes off and soars over the rich corn belt lands of North Central Illinois to cross the Mississippi River between Davenport and Burlington, Iowa.



Liberty Magazine called "Blazing New Wing Trails."

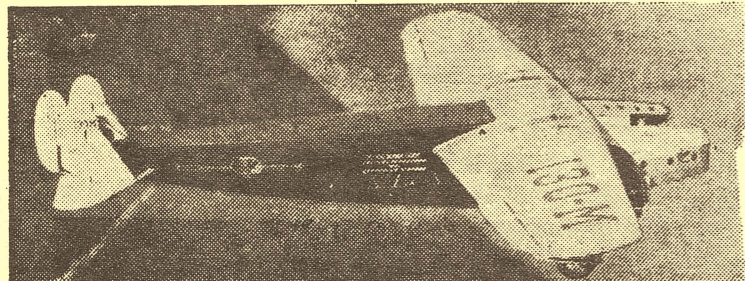
## DOUBLE BACK ON TRAIL

Yesterday morning I started off across the continent on another air junket and when you read this you'll be taking my ease in the Waldorf-Astoria Hotel in New York, I hope, after 11 hours and 45 minutes in the air. (Editor's note: She is.)

This air stunt is the brain child of Rex Smith, former Los Angeles Times reporter who is now vice-president of the American Airlines.

It marks the beginning of the new lower rate coach trip using DC-6s instead of the DC-4s.

Where formerly they could carry only 52 passengers in the DC-6 they will now be able to seat about 70. This will be done by



**TWENTY YEARS AGO**—Fokker took over a week removing such luxury accommodations as berths, large buffet and coat closet.

More windows, new type reclining chairs, smaller buffet and less space will make room for more people.

The flights will start from Los Angeles at 9:45 in the morning and reach New York at 10:30 P.M. making only one stop en route at Chicago.

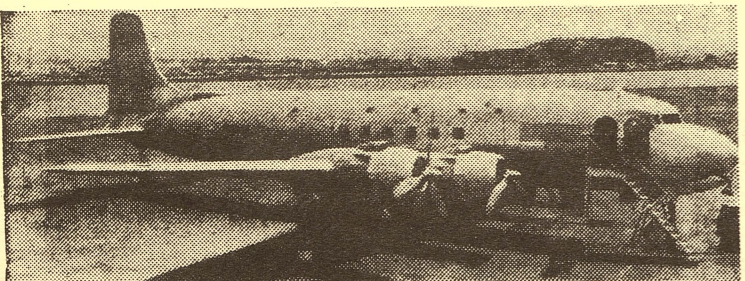
## REPUBLICANS WERE THERE

This new coach trip will cost \$110 from New York to Los Angeles and \$35 between New York and Chicago. The airplane business has made great progress in the last 20 years. I hope I'm around to see what happens 20 years from now.

Tuesday night at the Mocambo, I met a bunch of newspaper men and women from New York, Chicago, Cleveland, Boston and other Atlantic seaboard cities.

They liked the trans-continental trip, too.

Charlie Morrison gave the visitors a dinner at the Mocambo



## TODAY—11 hours 45 minutes in DC-6

and Kitty Kalleen made a hit with them singing "I Wish I Had a Daddy in the White House."

There must have been a number of Republicans in the crowd because they were nearly falling off their seats with merriment at the satire on Margaret Truman.

Ed (Duffy's Tavern) Gardner dropped in having just arrived from Puerto Rico where he now lives and does his radio show. He says the country down there is wonderful and he plans to make it his home for a long time but I noticed he was having the time of his life back with his Hollywood pals.

"The Four of Us" are drawing a lot of customers to Lindy's on Wilshire Blvd. these nights. The four lads do high, low and in-between comedy and are worth taking a look at.

Judging from the fanfare over the two slot machine bills they put over at Sacramento, I thought the penalty of owning one was at least a year or so in the penitentiary but no. It's still only a misdemeanor.

If you owned a good paying slot machine it shouldn't worry you much to pay a fine or do time in the County Jail.

Gov. Warren says these bills will help eliminate organized gambling in the state but I'm willing to bet him they won't.



American Airlines

Three seats abreast on one side of the aisle and two seats on the other side offer ample room and comfort for passengers in American's DC-6 air-

coach, scheduled to be placed in transcontinental service on April 9. Fare, coast to coast, is \$110, plus tax.

## ONE-STOP PASSAGE

Cleveland News 4/6

# Airline Launches Faster Coach Flights to Coast

BY RALPH G. PLATT  
News Aviation Editor

LOS ANGELES — Breakfast in Cleveland, lunch in Chicago, and dinner in Hollywood.

That means fast travel, but the above schedule will be possible for Clevelanders—and at bargain prices too—beginning Sunday when American Airlines inaugurates its new one-stop daylight transcontinental aircoach service.

Daily flights will originate in New York and Los Angeles in 300-mile an hour DC-6's and will make one stop, at Chicago, each way.

For Clevelanders it will mean leaving Cleveland Airport about mid-morning by one of the several airlines serving the city, and joining the aircoach at Chicago. Price of the new service will be \$104 from Cleveland, or a saving of about \$50 on a round trip.

### Clips 4 Hours off Time

Nearly four hours will be clipped from the best previous air coach time from Cleveland to Los Angeles, and three and a half hours from the eastbound time. Previously air coach flights have been made mostly at night and have been made in slower DC-4 aircraft.

In a preview of the new service American flew two groups of newspaper and magazine writers over the scenic route. One group of 60 reporters from the East and Middle West flew to Los Angeles while 50 California newsmen flew east over the route. The two groups will meet later in the week at Tucson to compare notes.

In inaugurating the extra-fast air coach service American is using the same equipment—the postwar DC-6—as is used on the most luxurious and high-priced service. The only difference is in interior fit-

tings of the airplanes and the lack of free meals.

### Lunch Time Provided

Specifically, the aircoach DC-6 has been fitted with 70 seats, compared with the 52 in the regular service. No meals will be served enroute on the air coach but coffee will be available at all times. Sufficient time will be allowed on the ground at Chicago for lunch, and arrangements now are being made for the packaging of box lunches to be sold to those who prefer to eat later and when enroute from Chicago.

No discounts will be allowed for round trip tickets for the aircoach (five per cent reduction is allowed for round trips on regular fare flights), but children under 12 will ride for half-fare as in the case with regular flights.

New York Times 4/4

## TO TEST FLIGHTS TO COAST

American Airlines Will Take Guests on DC-6 Coach Craft

A hundred representatives of the press, radio and television will preview the first DC-6 air coach service today and tomorrow when American Airlines will fly the between New York and Los Angeles on the double-decked planes.

Regular seventy-passenger DC-6 air coach flights will start Sunday on daylight schedules. The faster American Airlines planes are expected to clip four hours from the best previous air coach time from New York to Los Angeles, and three and a half hours from the eastbound time.

Coast to coast coach flights previously have been in DC-4 aircraft. The transcontinental fare of \$110 and New York-Chicago fare of \$110 will continue.

Herald-Tribune  
New York

# Coast-to-Coast D. C. 6s Begin Coach Flight

American's Daylight Service of 11 to 12 Hours Starts Controversy in Industry

By Ansel E. Talbert

LOS ANGELES, Calif., April 5.—A new development in air transportation—swift, eleven to twelve-hour, low-fare trans-continental air-coach flights, using the most modern seventy-passenger D.C.6 equipment, was announced here today.

These flights, which started Sunday, will be operated daily between New York City and Los Angeles by American Airlines. They are already the center of controversy in the air transport industry. A preview D.C.6 air coach flight left for New York City this morning, a few hours after another carrying Civil Aeronautics officials and aviation writers arrived here from LaGuardia Field.

Several industry leaders believe that within a short time, air operations of this type inside the United States, and also between this country and Europe and Latin America, will revolutionize passenger transportation completely, and for the first time in history make flying the most popular form of travel among all classes of the population. C. R. Smith, president of American, who leads this school of thought, together with Juan Trippe, president of Pan American World Airways, was Deputy Chief of Staff during World War II of the Air Force's Worldwide Air Transport Command.

Others, including Captain Eddie V. Rickenbacker, president and general manager of Eastern Air Lines, believe that low-fare air-coach flights should be allowed to operate only with older

American Airlines will inaugurate from New York and Los Angeles daily DC-6 air coach service at the round-trip cost of \$220, plus tax.

The New York flight will leave La Guardia Airport at 10:20 a.m. each day and arrive in Los Angeles at 7:10 p.m. that evening, thus enabling the vacationists to enjoy a full daylight trip across the United States.

### Guest-Flight Preview

A preview of what is in store for the air coach vacationist was enjoyed this week by a group of newspaper men and women, guests of American Airlines on a special DC-6 coach flight to the West Coast.

This reporter, along with the others, agreed that the converted DC-6 plane, capable of carrying 70 passengers, was well appointed and extremely comfortable. It is true that the aisle of the plane necessarily has been made narrower in order to accommodate the additional seats, but this in no way takes away from the comfort of the ship.

The converted DC-6 coach, was one of three 52-passenger aircraft formerly used in regular flagship service. Extensive modifications were made for air coach flights. Removed to make room for 18 additional seats were berth facilities, a large buffet, and a coat closet. More windows, a smaller buffet, and less spacious closets were installed. Overhead hand luggage racks were added.

### Roominess Assured

All interior design changes were planned to assure roominess and comfort. The large sight-seeing windows permit passengers to realize the advantage of the new daylight schedules. The chairs installed are only two inches narrower than in the luxury version of American's Douglas DC-6's.

The DC-6 coach service, of course, eliminates many of the luxuries enjoyed on the flagship

and slower equipment, such as the war-tested D.C.4 transports, and should be restricted to departure hours when air travel normally is slack. They also want the air coach flights restricted to non-stop or one-stop flights between important terminals. Otherwise, they critics feel, unlimited air coach operations with modern equipment, may bankrupt the industry.

American's new air coach flight will take place almost entirely during the favored daylight hours. The daily west-bound east-bound trip will arrive at New York shortly after dark, allowing passengers to view such scenic sights as the Grand Canyon.

Scheduled trans-continental D.C.-6 air coach service will cost the same as previous D.C.-4 coach type service, operated by American \$110 coast-to-coast, \$35 between New York and Chicago, and \$85 between Chicago and Los Angeles.

According to Mr. Smith, the reasons for using the modern D.C.-6 equipment, with seventy instead of the usual fifty-two deluxe seats,

here's the route the DC-6 coach plane will follow on its westbound journey:

**Open-Pit Coal Mines**  
Westbound flights which leave New York Municipal Airport (La Guardia) often climb above the Bronx-Whitestone Bridge before circling west to pass over the Bronx, the tip of Manhattan, George Washington Bridge and the Palisades. New Jersey's hills soon give way to the Pocono Mountains of northern Pennsylvania, and other ranges of the Appalachians stretch away to the north and south. Directly beneath the route lies the slag piles and open-pit coal mines of the Scranton area.

The route reaches Lake Erie in

**Spectacular view**  
About seven hours from Chicago, over southern Arizona, the plane reaches the upper end of the Grand Canyon north of Winslow. For more than 50 miles, passengers are treated to the most spectacular bit of scenery available anywhere on the airways of America.

Only from an airplane is it possible to view both rims of the canyon simultaneously and peer down into the colorful mile-deep gorge from directly overhead. El Tovar Hotel and Bright Angel Trail, which leads from the canyon's rim down to the silver ribbon that is the Colorado River, are visible as the plane passes above them.

# Inaugurate Fastest Air Coach Flights

Chicago Herald-American 4/2  
**T**HE FASTEST transcontinental air coach flights in history will go into service April 9 when American Airlines begins low cost flights in 70-passenger DC-6 airplanes.

The new schedules will clip four hours from the previous best air coach time westbound between New York and Los Angeles and three and one-half hours eastbound.

Three 52-passenger DC-6s formerly used in regular flagship service are nearing the completion of extensive modifications to fit them for air coach flights.

More windows, new type reclining chairs, a smaller buffet and less spacious closets are being installed.

Because of the interior design changes the DC-6 air coaches will be roomy and

comfortable according to Bonham M. Fox, district sales manager for American Airlines.

Changes to make air coach service more convenient for passengers will go into effect with the beginning of the low-cost DC-6 flights, Fox said.

The new flights will leave New York after breakfast and arrive in Los Angeles in time for dinner, making only one stop, at Chicago.

Telephone reservations, formerly prohibited by regulations, are now permitted. No extra fare is to be charged for the DC-6 flights.

New York Post 4/4

# 100 Newsmen Will Fly To Coast on Preview Flight

More than 100 reporters will preview the nation's first 300-mile-an-hour air coach service today when American Airlines will fly them between New York and Los Angeles on pre-inaugural schedules.

Representing newspapers, magazines and radio and television are numerous. He asserts that the cost per plane mile is less with the DC-6 than with the D.C.-4; that the D.C.-6 is capable of flying coast-to-coast in much less time than its older sister ship with only one brief stop at Chicago for refueling and meals, and is larger and more comfortable for coach passengers.

No meals will be served on the new air coach flights, although there will be one stewardess serving hot coffee in flight.

Regular 70-passenger DC-6 air coach flights begin Easter on daylight schedules. The faster American Airlines planes will cut four hours from the best previous air coach time from New York to Los Angeles and 3½ hours from the eastbound time. Coast-to-coast coach flights previously have been in DC-4 aircraft.