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Air passengers are beginning to roll their own--luggage, that is--with a new product called "Flagship Wheels." The detachable wheels to make baggage handling easy are manufactured by MacArthur Products, and American Airlines is helping to promote them.

The new gadget was designed by a woman, Mrs. E. M. Day, to take the "lug" out of luggage. The wheels slide into small fixtures at one end of the bag and can be removed or folded flat when not in use. A handle is attached to the end of the bag diagonally opposite the wheels. Even a light-weight woman unable to corral a porter can caddy a heavy bag without strain.

Because many passengers handle their own baggage when traveling on American Airlines Convairs, the wheels have been dubbed "Flagship" by their maker. Look magazine features a story in the current issue on Flagship Wheels and American Convair passengers.

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