



from **AMERICAN AIRLINES**

FOR RELEASE Immediate

American Airlines announced today that its coast-to-coast DC-6 Blue Ribbon Air Coach service will be run in two sections on weekends beginning Friday, September 29. The added scheduled section doubles the capacity of the service from 70 to 140 seats in both directions.

"Popularity of the Blue Ribbon Coach service has made the increased service necessary on weekends," R.E.S. Deichler, vice president-sales, declared. "The additional section is made possible by the delivery this week of the fourth DC-6 Air Coach. All four coaches, comprising a total of 280 low-cost seats, will be in operation each Friday, Saturday and Sunday.

The new section of the westbound flight will leave LaGuardia Field at 9:00 a.m. (EST) and arrive in Chicago in time for lunch on the ground at 11:15 a.m. (CST). Departing from Chicago at 12:05 p.m., it will reach Los Angeles International Airport at 5:15 p.m. (PST) after a daylight flight over the most scenic part of the west. As with the regular section, which leaves an hour later, the elapsed time for the westbound extra section will be 11 hours and 15 minutes.

The added eastbound section will leave Los Angeles at 10:15 a.m. (PST) and arrive in Chicago in time for dinner on the ground at 6:45 p.m. (CST). Leaving Chicago at 7:30 p.m. it will land at LaGuardia at 11:25 p.m., for an elapsed time of 10 hours and 10 minutes. The regular sections leave Los Angeles 30 minutes earlier.

The fare by Blue Ribbon Air Coach is \$110 coast-to-coast or \$35 between Chicago and New York.

(more)

"This fast low-cost transcontinental service in modern postwar aircraft has tapped a new source of passenger traffic among people who heretofore have believed air travel too costly for them," Mr. Deichler said. "The use of the DC-6 as a high-density carrier has made possible the saving in fare for this group which is willing to forego some of the luxuries of the standard DC-6 Flagship for low-cost travel by air."

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