



A group of 33 publishers, editors and government officials took off at 12: 26 p.m. Thursday (Miami time) from New York International Airport for a six-day visit to Brazil, Uruguay and the Argentine, inaugurating Pan American World Airways' El Presidente, a luxury service between New York and Buenos Aires, which will cut the scheduled flight time by almost 30 per cent.

Members of the group are guests of Pan American's President Juan T. Trippe on the eighth in a series of publishers flights, first organized in 1934 to acquaint the nation's leading publishers at first hand with conditions in overseas countries and the latest advances in commercial aviation.

The flight is being made in the Clipper Friendship, a double-deck aircraft of the type which will be used regularly on El Presidente service and which is now being operated on luxury services over both the Atlantic and Pacific oceans.

Command captain for the first leg of the publishers flight is Kimball J. Scribner, sector chief pilot at New York for Pan American's Latin American Division. Also aboard are three other captains, members of the 10-man captain corps who will regularly command El Presidente flights. They are Captains Francis L. Urch, Richard C. Boucher and John T. Nolan, all of Miami.

The publishers flight will be a preview of the extra-fare sleeper service to be flown on a schedule of two round-trips a week starting July 5. It will provide service to Buenos Aires in 26 hours and 10 minutes, 11 1/2 hours less than the present schedule. The double-deck Clippers also will make possible 19 1/2 hour, one-stop service to Rio de Janeiro. Other stops en route to Buenos Aires will be Montevideo, Uruguay, and Port of Spain, Trinidad.

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El Presidente will be a sleeper service with each passenger having either a berth or a Sleeperette, a six-foot-long adjustable seat which allows the passenger to recline fully for a night's rest.

There will be an extra fare on the deluxe service of \$10 as far as Rio de Janeiro and \$20 if the passenger flies to Buenos Aires or Montevideo. In addition to the surcharge on the service, there will be two types of berth accommodations. An upper berth will cost \$10 and a lower berth \$20.

Among special services available on El Presidente will be complimentary champagne, breakfast in bed, orchids and a vial of Lanvin Arpege perfume for the women passengers. Dinner will be a seven-course meal and the extra space between the seats characteristic of Sleeperette service makes possible the use of dining tables with linen table cloths and silver service.

Meals will be prepared by a flight chef, one of a flight service crew of four made up of three men and a stewardess. The men attendants will wear double-breasted dinner jackets as part of their uniforms.

Cocktails will be served before meals and liqueurs afterwards. Refreshments will be available at other times both in the lounge on the lower deck or at the passenger's seat on the main deck.

Following is a list of passengers:

Thomas H. Beck, chairman, Crowell-Collier Publishing Company.

Elliott V. Bell, publisher, Business Week, and chairman, McGraw-Hill Corporation.

Richard E. Berlin, president, the Hearst Corporation.

Jack Bisco, vice president and general manager, United Press.

Amon G. Carter, publisher, Fort Worth Star-Telegram.

Norman Chandler, president, Los Angeles Times.

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Gardner Cowles, president, Cowles Magazines, Inc.

Mrs. Fleur Cowles, editor, Flair magazine.

Virginus Dabney, editor, Richmond News Leader.

John D. Ewing, president, Times Publishing Company, Shreveport, La.

Philip L. Graham, president and publisher, Washington Post.

George Healy, Jr., publisher, Times-Picayune Publishing Company, New Orleans.

Lee Hills, managing editor, Miami Herald.

Carl Hinshaw, California, senior minority member, Interstate and Foreign Commerce Committee, United States House of Representatives.

William Randolph Hearst, Jr., publisher, New York Journal-American.

Philip L. Jackson, publisher, Oregon Journal.

Edwin C. Johnson, Colorado, chairman, Interstate and Foreign Commerce Committee, United States Senate.

Dan Mahoney, publisher, Miami News.

J. Loy Maloney, managing editor, Chicago Tribune.

Paul Miller, editor, Rochester Times-Union.

Maurice T. Moore, chairman, Time, Life and Fortune.

Francis S. Murphy, publisher, Hartford Times.

Benjamin M. McKelway, publisher, Washington Star.

Edward J. Noble, chairman, American Broadcasting Company.

Mrs. Ogden Reid, publisher, New York Herald Tribune.

Marc A. Rose, senior editor, the Reader's Digest.

Robert L. Smith, publisher, Los Angeles Daily News.

James Stahlman, publisher, Nashville Banner.

Frank J. Starzel, general manager, Associated Press.

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Willard L. Thorp, assistant secretary of state for economic affairs.

John N. Wheeler, president, North American Newspaper Alliance.

Frank White, president, Mutual Broadcasting Company.

Company representatives:

Wilbur L. Morrison, vice president, Latin American Division.

Juan T. Trippe, president.

Mrs. Juan T. Trippe.

Wallace S. Whittaker, president, Intercontinental Hotels Corporation.

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