



*from* **AMERICAN AIRLINES**

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Fifteen-day Fiesta Fares - new vacation travel rates between Mexico and the United States planned to go into effect on American Airlines October 1 were filed with the Civil Aeronautics Board today (Aug. 30). Under the new rate, a round-trip from major cities in the United States to Mexico will cost only one and a half times the one way fare at regular rates, thus effecting a 25 per cent saving for the tourist in Autumn and Spring.

This fare-and-a-half round-trip rate will amount to \$215.85 between New York City and Mexico City. The regular round-trip fare is \$268.70. The 15-day Fiesta Fare will prevail through December 31 and will be in effect again in the Spring between March 15 and May 31.

The airline's experience with short period "Thrift Season" fares to Europe has been so satisfactory that it has been decided to institute a similar plan for travelers to Mexico, C. R. Speers, assistant vice president and general sales manager said. Air travel, he pointed out, makes it possible for vacationists to make long trips for short vacations. Time in transit is cut to a minimum.

Fiesta Fares offer Fall and Spring vacationists the opportunity to fly to Mexico at bargain rates and enjoy a full two weeks at such popular vacation spots as Mexico City and Acapulco, "the Riviera of the Americas." The whole vacation, including fourteen days in Mexico itself, need take no more than sixteen days. The fifteen days on which the fare is based are in addition to the day of departure.

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The fare is in effect during the periods in the Fall and Spring when hotel accommodations are most readily available south of the border. The traveler saves not only on Fiesta Fare, but also on lower hotel and living costs. Mexico enjoys a relatively stable climate and even temperatures. In Mexico City, there are no extremes of heat or cold. In Acapulco, temperatures are higher. Ordinary spring or sports clothes are all that are necessary in almost any part of Mexico.

Fifteen-day Fiesta Fares apply to tour groups as well as to individual tourists. Free transportation is provided for an authorized tour conductor with a party of fifteen or more tourists.

The following is a comparison of the 15-day Fiesta Fare with the regular round-trip fare between Mexico City and the principal cities of the United States:

<u>Regular Round-Trip Fare</u>	<u>To Mexico City and return</u>	<u>Fiesta Fare</u>
\$268.70	New York	\$215.85
209.10	Chicago	168.90
216.40	San Francisco	178.60
176.40	Los Angeles	147.00
285.90	Boston	229.50
106.30	Dallas	86.55
257.50	Philadelphia	207.10
243.20	Washington	195.75

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